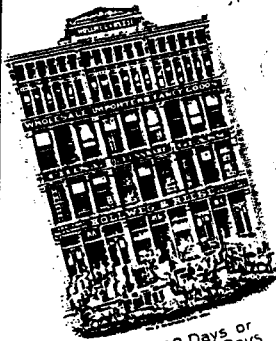


INDIANAPOLIS
HISTORIC
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COMMISSION

WHOLESALE DISTRICT HISTORIC AREA PLAN

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**Historic Area Preservation Plan
WHOLESALE DISTRICT HISTORIC AREA**

HA-23(WD)

**A part of the
Comprehensive Plan for Marion County**

**Adopted by the Indianapolis Historic Preservation Commission
May 2, 1990**

**Adopted by the Metropolitan Development Commission
June 6, 1990**

Plan prepared by:

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The preparation of this plan was financed by a Community Development Block Grant

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This publication has been financed in part with federal funds from the National Park Service, Department of the Interior. However, the contents and opinions do not necessarily reflect the views and policies of the Department of the Interior, nor does the mention of trade names or commercial products constitute endorsement or recommendation by the Department of the Interior.

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Special Acknowledgments

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Publication of this plan was funded in part by a Department of Interior grant
Administered by the Indiana Department of Natural Resources,
Division of Historic Preservation and Archaeology

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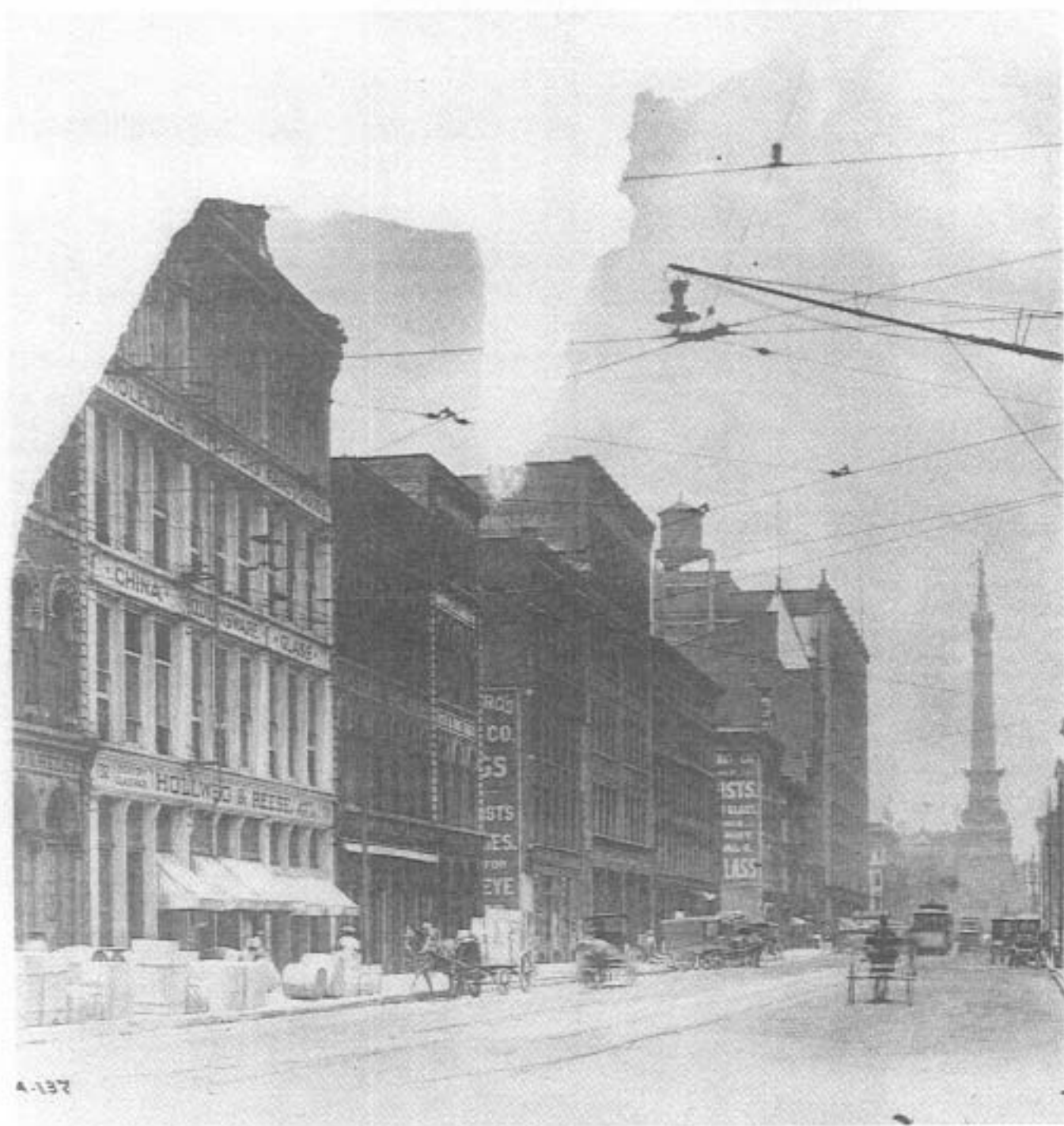
WHOLESALE DISTRICT BUILDING INVENTORY

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I. INTRODUCTION



PREVIOUS PAGE: 100 block of South Meridian Street on July 10, 1907.
Indiana Historical Society Library,
Bass Photo Collection #A-137.

I. INTRODUCTION TO THE WHOLESALE DISTRICT PLAN

"The rumble of heavily laden drays, the sidewalks blockaded by mountains of boxes and crates and bales, the hurry and confusion of porter's [sic] rolling the goods about...all together, impart a sense of an important business movement." These were the observations Ernest Bicknell in Indianapolis Illustrated in 1893 of the Wholesale District. This commercial area of the city's downtown came into existence in the 1860s and remained a center of the wholesale trade until the Great Depression. The surviving structures, especially the concentration along South Meridian Street, are the reminders of the historic epoch in Indianapolis' past as the city grew from being only a political center into a real city. With the advent of the railroad in the 1850s the city was formed into a commercial, industrial, and transportation center.

The Indianapolis Wholesale District was placed on the National Register of Historic Places in 1982 recognizing the architectural and historical significance of the district. In 1986 the name of the National Register district was changed to Indianapolis Union Station-Wholesale District to more clearly recognize the importance of Union Station in the history of the district. Interest in the Wholesale District has accelerated in the last few years with the completion of the Hoosier Dome in 1983 and the opening of the rehabilitated Union Station in 1986 as a festival marketplace. Dramatic changes have occurred in the district as individual structures have been rehabilitated, many using the Investment Tax Credit and the National Register recognition.

As plans were formulated for the Circle Centre development, the need to protect the historic integrity of the Wholesale District was realized. The new development will directly and indirectly influence the future of the surviving commercial buildings.

In order to address the concerns of all interested parties, while providing protection for Wholesale District buildings, it was decided to first establish an interim plan that only addressed demolition. That plan was approved on November 4, 1987 and addressed only the issue of demolition and loss of historically and architecturally significant fabric. The adoption of this plan takes the next and final step toward a complete preservation plan which encompasses further preservation and development issues.

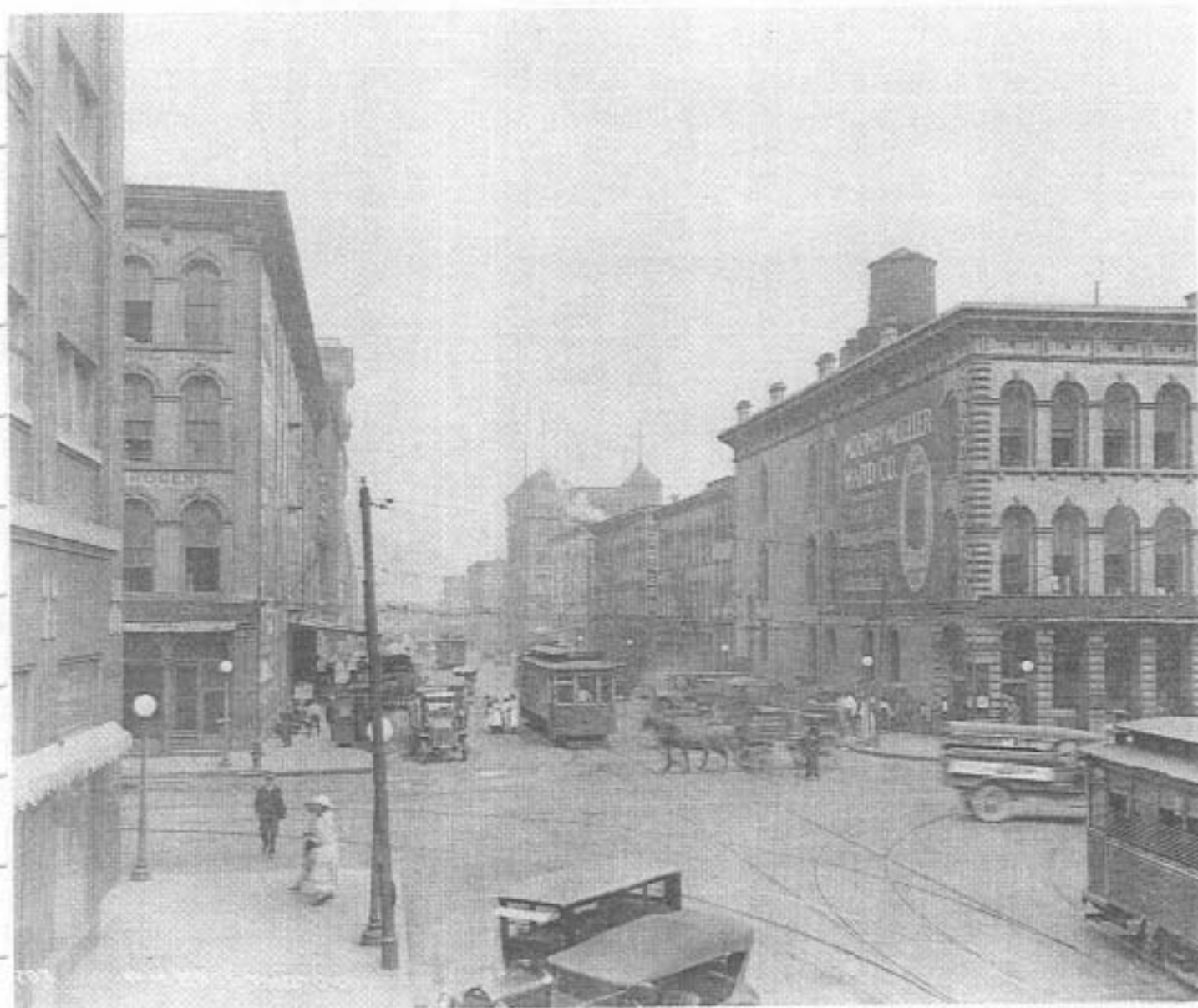
The planning process for Phase II involved a great deal of public participation. As such, five public and four Working Committee meetings were held in order to give interested parties and especially property owners an opportunity to participate in the development of the plan as it progressed.

When adopted, this plan supercedes the earlier plan and addresses a wide range of preservation issues including demolition, renovation, new construction and land use. As with the earlier plan, this plan divides the Wholesale District into a primary and secondary area. This division recognizes that there are already overlapping protective mechanisms in place over a portion of the

historic area. Specifically, the area west of South Meridian Street is in a redevelopment district. In addition, the secondary area block is also subject to historic preservation review as mandated in Section 106 of the National Historic Preservation Act because Department of Housing and Urban Development funds are involved in the Circle Centre development that will occur in this area. The boundaries delineated in this plan, including the separation into a primary and secondary area, are specifically related to the objectives of this plan.

This plan has been prepared in accordance with the State Statute IC 36-7-11.1, which establishes the Indianapolis Historic Preservation Commission and its powers. After the approval of this plan by the Indianapolis Historic Preservation Commission and its adoption by the Metropolitan Development Commission as a part of the Marion County Comprehensive Plan, the provisions and requirements of IC 36-7-11.1 and this plan apply to all property and structures within the delineated area.

II. HISTORIC AREA DELINEATION



PREVIOUS PAGE: East Maryland Street from South Meridian Street on July 13, 1920.
Indiana Historical Society Library.
Bass Photo Collection #70970.

II. HISTORIC AREA DELINEATION

BACKGROUND

The boundary of the area has been selected to relate to the preservation objectives of this specific plan.

In establishing the boundary for this plan, the primary factor taken into account is the boundary of the Indianapolis Union Station-Wholesale District as listed on the National Register of Historic Places. Union Station, including both the headhouse and train shed, is not included in this plan because it is already locally designated as an historic preservation area under the IHPC jurisdiction.

AREA BOUNDARY

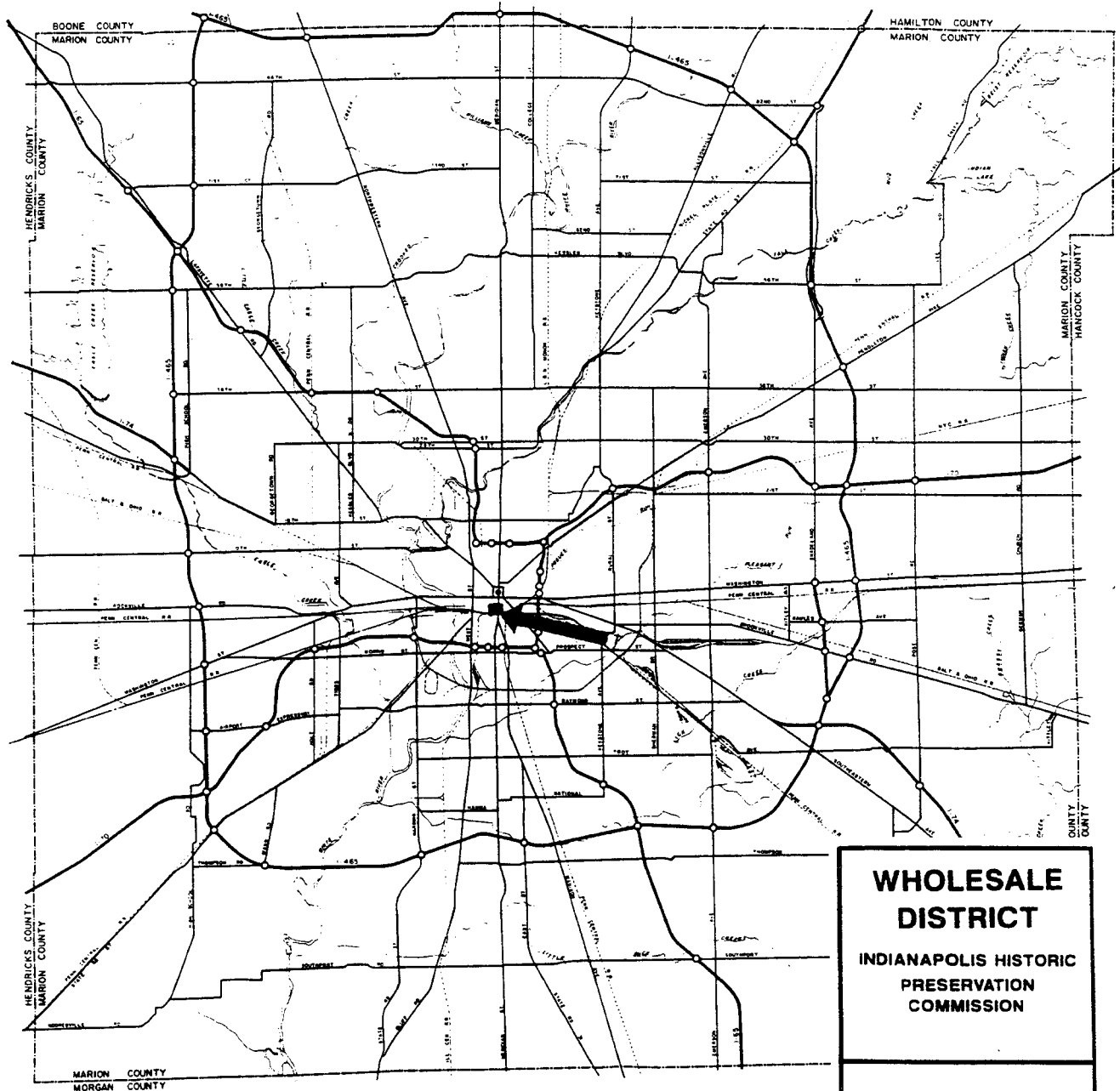
The boundary officially designated by this plan is described verbally and depicted on the Boundary and Address Map.

Beginning at the northwest corner of Morrison's Block (47 South Meridian), continuing east along north wall of Morrison's Block to Scioto Street (an alley), thence north along the east side alley to Pearl Street (an alley), thence east on the south side of Pearl Street to Pennsylvania Street, thence south along the west side of Pennsylvania Street to a point directly west of the northwest corner of the Majestic Building (47 South Pennsylvania), thence east along the north wall of the Majestic Building and south along its east wall. From there, continue east along the south side of Maryland Street to Delaware Street, thence south along the west side of Delaware to the southeast corner of the former Shideler Building (128-30 South Delaware). From there, go west along the south side of the Shideler building to South Talbott Street (an alley), thence south on the west side of Talbott Street to Georgia Street, thence along the north side of Georgia to the northwest corner of Georgia and Pennsylvania Streets. From there, continue south along the west side of Pennsylvania Street to the southeast corner of the former Indiana Terminal Warehouse (230 South Pennsylvania), thence west along the south side of the Terminal Warehouse to Scioto Street, and thence south on the west side of Scioto Street to the concrete retaining wall immediately north of the Union Station parking garage, thence proceed west along the wall to Meridian Street, thence to the southwest corner of Louisiana and Meridian Streets, thence west along the south side of Louisiana Street to McCrea Street, thence north along the west side of McCrea to the south side of Jackson Place then west to the east side of Illinois Street. From that point proceed north to the northwest corner of the Canterbury Hotel (117-125 South Illinois) thence east along the north wall and south along the east wall of the hotel to the north side Chesapeake Street (an alley), thence east to the southwest corner of the former J. F. Darmody Company Building (25 West Maryland). From this point, continue north along the west wall of the Darmody Building to Maryland Street, thence east along the south side of Maryland to the southeast corner of Maryland and Meridian Streets, and finally north to that point of origin.

An area detached from the above described district is also included in the scope of the plan. This area is directly south of, and abuts Union Station. From Union Station proceed south along the west side of Meridian Street to the north side of South Street, thence to the southwest corner of the former Nesom & Wenz Building (18-22 West South) thence north to the south wall of Union Station, thence east to the point of origin.

PRIMARY AND SECONDARY AREAS

For the purposes of this plan, the area is separated into primary and secondary areas. This is done in recognition of the differing set of existing jurisdictions and influences affecting the two areas. While the secondary area will probably experience the greatest physical change because of its inclusion in the Circle Centre development, the extent and impact of that development will be regulated by a Memorandum of Agreement with the President's Advisory Council on Historic Preservation. To the extent that actions in the secondary area conform with the details and processes set out in the Memorandum of Agreement, the preservation objectives of this plan are served by deferring to the stipulations of the Memorandum of Agreement. In addition, the secondary area is also in an established redevelopment area which provides an increased level of review and control by the City.



WHOLESALE DISTRICT

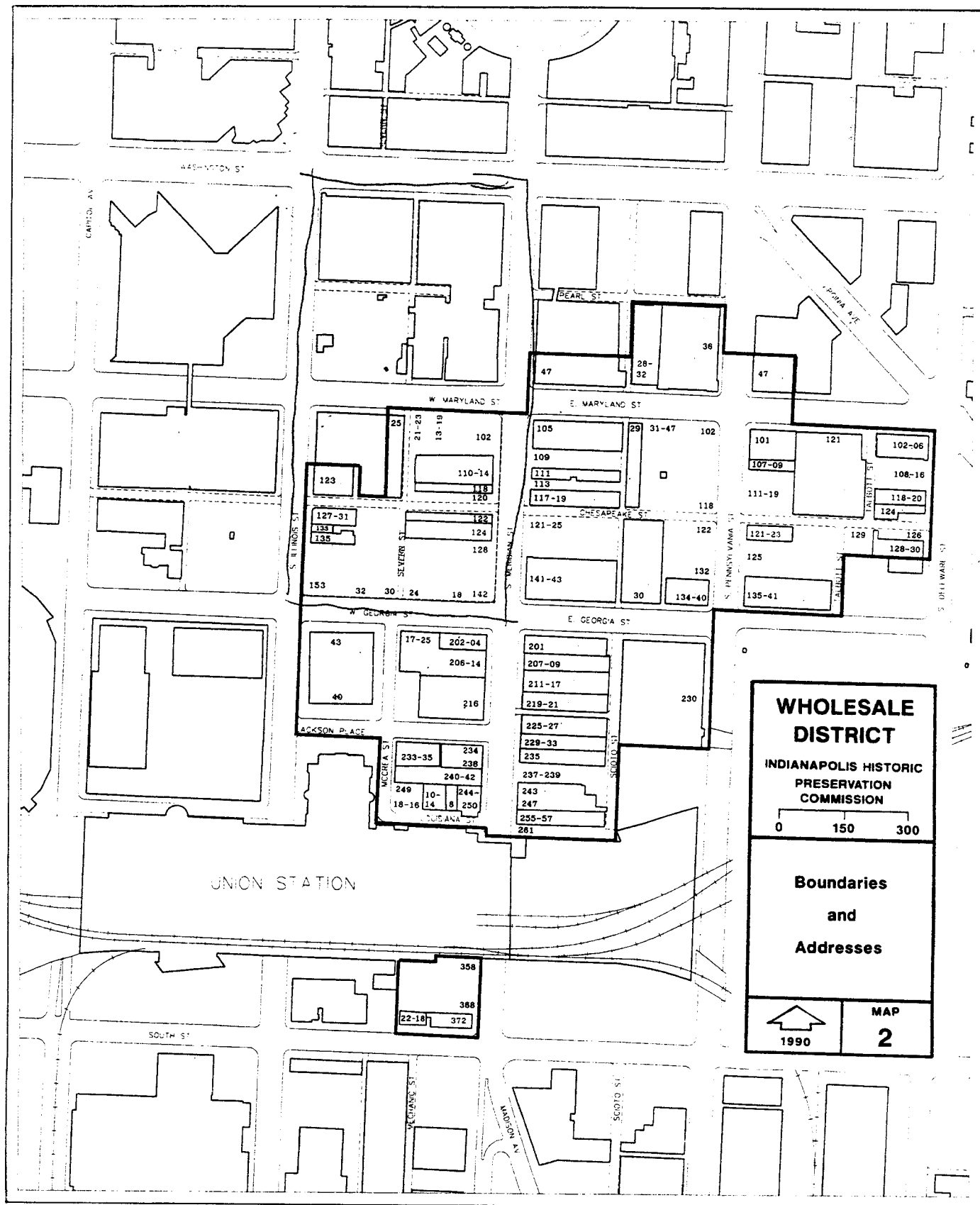
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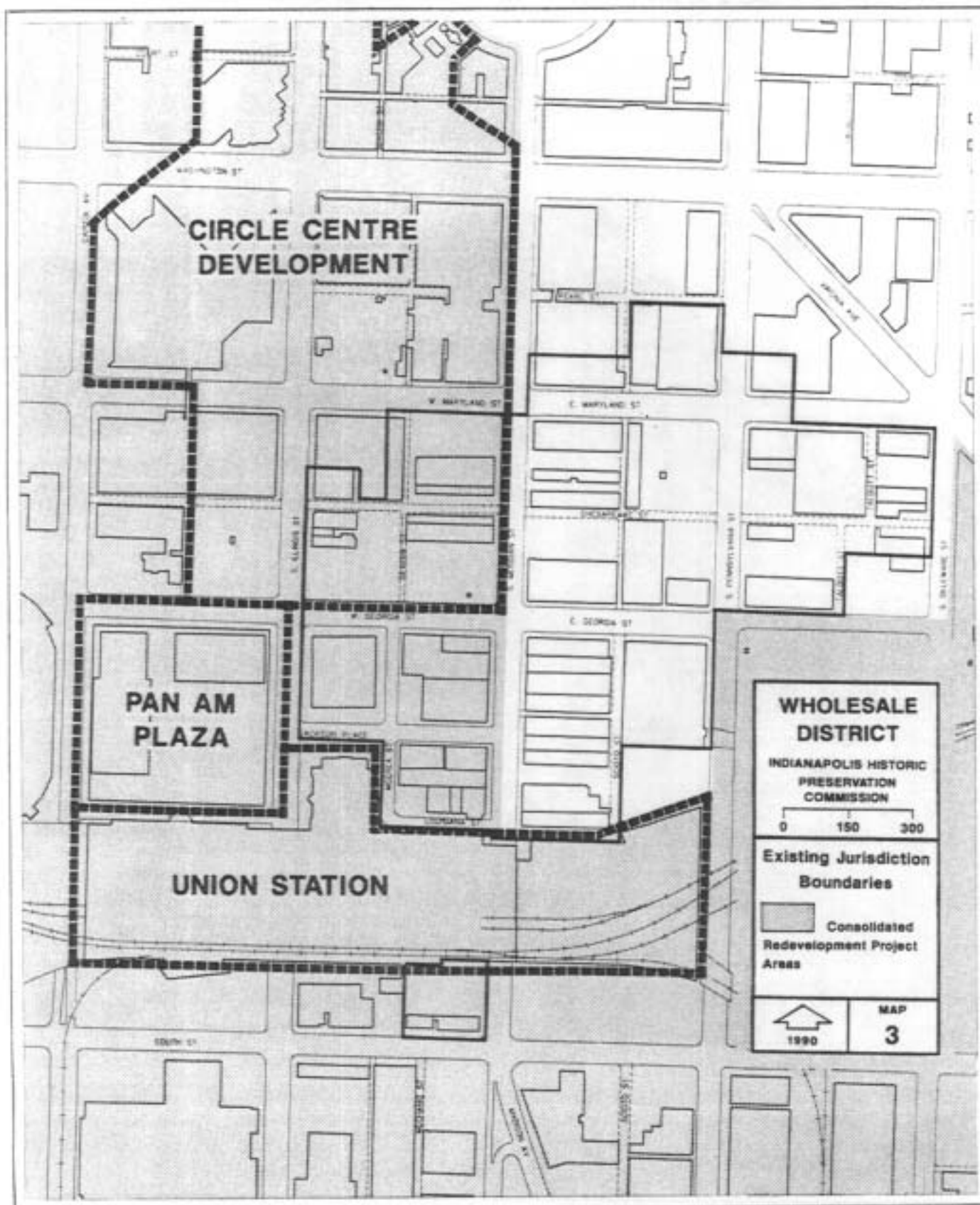
Location of
Wholesale District
in City



1990

MAP
1





III. ARCHITECTURAL & HISTORICAL SIGNIFICANCE





ABOVE: Henry Schnull (1833-1905), "Father of the Wholesale District."
Photo courtesy of Richard C. Vonnegut, Sr.

PREVIOUS PAGE: National Candy Company, Nichols-Krull Factory,
201-203 South Meridian Street in circa 1905.
Indiana Historical Society Library,
Bass Photo Collection.

III. ARCHITECTURAL AND HISTORICAL SIGNIFICANCE

INTRODUCTION

The Indianapolis Wholesale District possesses a high degree of historical and architectural significance for the city of Indianapolis and central Indiana. The pre-World War II history of transportation in the area is represented in the district by one of its largest surviving artifacts--the immense Union Railway Station, Concourse, and Train Shed. Together with the surviving freight depots of the downtown area, Union Station symbolized the railroad's contribution in developing Indianapolis into an important Midwestern metropolis. Within the Wholesale District, Union Station and the railroad gave birth to and sustained the large and vigorous Indianapolis wholesale trade, most of the city's principal hotels, and several small industrial enterprises.

The district draws its name from the wholesale businesses that lined its streets at the turn of the century. Indianapolis became an important regional center of wholesale activity by 1900; its balance of agricultural and industrial production helped to create a varied array of wholesale firms. Today a majority of the surviving buildings in the district date their construction to the pre-World War I era, when large numbers of successful wholesale merchants operated there. Because of its proximity to Union Station the Wholesale District was interspersed with a number of hotels varying in size and price range. A number of small industrial structures were constructed in the district housing several light industries. Three commercial office buildings have survived in the district.

With respect to its architecture, the Wholesale District is of major significance to Indianapolis because it contains the City's largest remaining collection of 19th-century and turn-of-the-century commercial buildings. For several 19th-century Indianapolis architects, it is probable that their only extant commercial designs are found in the Wholesale District. The Wholesale District also possesses architectural significance because it illustrates the evolution locally of wholesale house and warehouse design from the 1860s to the 1920s.

TRANSPORTATION

The single most important building and structure in the Wholesale District is undoubtedly the Indianapolis Union Station, Concourse, and Train Shed. This importance has been already recognized by the United States Department of the Interior in three ways. First, Union Station and its Concourse and Train Shed have been recorded in detail by the Historic American Buildings Survey (HABS No. IN-65). Second, the 1888 Union Railway Station was listed individually in the National Register on July 19, 1974. Third, the Union Station Train Shed has been noted in the Historic American Engineering Record's inventory of significant Midwestern engineering structures. Union Station's interior and exterior have been under the jurisdiction of the Indianapolis Historic Preservation Commission since November 19, 1979 as a local historic area.

In the history of transportation, Union Station symbolizes the emergence of Indianapolis as a "railroad city," the hub of a radiating rail network that extended throughout Indiana and the Midwest. The railroad and Union Station formed the link with the outside world that attracted commerce and industry and brought a large population to the city. Within the Wholesale District, the railroad provided the impetus for the development of the wholesale trade and inspired the building of many of the city's hotels.

The first railroad completed to Indianapolis arrived in 1847. A union track was laid in 1850, followed in 1852-53 by construction of the original Union Depot at Louisiana and Illinois Streets. Indianapolis enjoyed the distinction of hosting the first union passenger depot in the United States, an idea that quickly spread to other cities.

The swift growth of trade and of the city's population soon made the Union Depot inadequate. By 1881 it was accommodating over 85 trains per day, but as J. E. Land noted in his 1881 Industries of Indianapolis, "the accommodation is very indifferent."¹ Agitation for a new depot began in the early 1880s. In 1883, the Indianapolis Union Railway Company, representing the six local railroads, was incorporated for the purpose of seeking a new building.

In 1887 the new company began construction of the present Union Railway Station on a site to the north of the 1853 Union Depot. Built at a cost of over \$1 million, the new station was considered a great civic monument and suitable symbol of Indianapolis' recently won status as a major Midwestern city. An open train shed adjoining the Station was built at-grade in 1888 on the site of the old Union Depot. A new public square, Jackson Place, was created at the north main entrance to Union Station.

The 1890s brought further economic growth to Indianapolis. The debt to the railroad was underscored in the 1896 publication, Indianapolis of To-Day: "the railroads in fact have made Indianapolis, and she is justly styled the 'Railway City.'"² By 1902, sixteen rail lines to Indianapolis had been completed, extending in all directions from the City. Max R. Hyman in the 1902 Journal Handbook of Indianapolis estimated that over 184 passenger trains were passing through Union Station daily.³

The continued growth of Indianapolis in the early 20th century made even the 1888 Station and shed inadequate. A 1913 "Special Report of the Track Elevation Commission," published by the Chamber of Commerce, judged the 1888 Station "outgrown long ago." Further, the report asserted the "nothing but a complete reconstruction and enlargement can make it adequate for the demands of the next 20 years."⁴ The Union Railway Company gained a little more space in 1913 when it remodeled Union Station, removing boilers and generators from the basement and replacing them with a barbershop, rest rooms, and an "Immigrant Waiting Room". Nevertheless, it was soon apparent to everyone that the remodeling could only provide temporarily for the space needed at the station.

In 1915, a joint effort of the City of Indianapolis and the Pennsylvania and New York Central Railroads (which now owned the Union Railway Company) began an ambitious program to elevate the Union tracks between Senate Avenue and

Washington Street. The track elevation project sought to eliminate a long-standing conflict between the wagon, automobile, and pedestrian traffic on north-south streets on one hand, and the freight and passenger trains of the Union Railway Company on the other. The Union Railway Company laid the footings for an elevated train shed in 1916; in 1918, the elevated track system and a temporary elevated platform for passengers at Union Station were completed. After World War I, a concourse under the tracks and a train shed above them were constructed, with completion occurring in 1922. The new Concourse and Train Shed removed a second grievous complaint regarding the former tracks-at-grade: previously, the passengers had to walk over dirty tracks and sometimes through parked trains to arrive at their boarding point. With the elevated tracks, six passenger stairways from the concourse gave prompt access to each platform in the train shed. The new train shed covered seven acres and included twelve passenger and two freight tracks.

Ironically, the high point of passenger traffic through Union Station, 200 trains per day, was probably reached about the time the Concourse and Train Shed were under construction. An almost imperceptible decline in traffic began in the 1920s, accelerating during the 1930s. The passenger train was competing against potent rivals: the new automobile, motor bus, and airplane. A brief reprieve occurred during World War II and its fuel shortages. After the war, the slide renewed in earnest. By the time the parent railroad of the Union Railway Company, Penn Central, fell into bankruptcy in 1970, passenger train traffic at Union Station had almost ceased.

WHOLESALE TRADE

The Indianapolis Wholesale District is remembered historically primarily as the place of business of most of Indianapolis' wholesale merchants. Some "wholesalers" gained regional or even national clienteles; all played a part in transforming Indianapolis from a small town into the state's largest city.

Before the first railroad line reached Indianapolis in 1847, the town's merchants were exclusively retail. Nearly every finished good was ordered from wholesale houses in Louisville or Cincinnati; the tiny retail market in a town of just over 5,000 people in 1850 would certainly not support the purchase of large quantities of goods and distribution to retailers for resale.

Nonetheless, when the railroads connected Indianapolis with the outside region, wholesale merchants began to open their doors. For example, the first city directory, published in 1855, showed eight wholesale grocers and two wholesale dry goods merchants, while the 1859-60 Indianapolis Business Directory listed 13 wholesale grocers, although no wholesale dry goods merchants.

The prosperity brought about by the Civil War and the subsequent business boom expanded the wholesale trade into a major sector of the Indianapolis economy. By 1881, a promotional publication, Industries of Indianapolis, was estimating that 10 major wholesale grocer firms were in operation, serving about 300 retail groceries in the city alone. Four major wholesale dry goods merchants, plus 32 retail and wholesale dry goods firms, could be found in the city, as

well as 14 wholesale hardware firms.⁵

The Wholesale District itself began in 1863. In that year, two brothers, August and Henry Schnull, built the first wholesale house on South Meridian Street, which theretofore had been a residential street lined with fine homes. Schnull's Block, at 102-08 South Meridian, until it collapsed and was demolished in 1988, housed the brothers' wholesale grocery business, which they had previously operated on Washington Street with the other early wholesale merchants. After only two years in the new building, the Schnulls had made their fortune due to the tremendous volume of business flowing through the state capital during the Civil War. August Schnull retired and returned to live in Germany, the brothers' native country.

Henry Schnull, a man with unusual business vision, remained in Indianapolis and devoted his energies to developing a wholesale district for his adopted city. Schnull saw the residential area between the retail merchants on Washington Street and the Union Depot and freight depots on South Street as an ideal site for the wholesale trade. During the late 1860s, he pursued his ambitious vision of a wholesale district by purchasing lots, razing houses, erecting speculative wholesale houses, and persuading other businessmen to do the same. By the early 1870s, Schnull had succeeded: wholesaling was firmly established in the region between South and Washington Streets.

Most of the wholesale buildings built until about 1880 were "blocks," i.e., buildings composed of multiple units. The units within a block were usually owned or rented by different individuals; sometimes construction of a block was a collaborative effort of several owners. For speculative builders during the 1860s and 1870s, units within a block were less expensive to erect than detached buildings.

A well-preserved survivor of the beginnings of the Wholesale District is the former House of Crane Building, at 124 South Meridian, built by Edward Beck under an agreement with Henry Schnull. Beck's building originally shared the design of its facade with the building to the north, which was built by Schnull and has been remodeled substantially since. During the 1860s and 1870s, Beck's building housed several wholesale firms dealing in hats and caps and several wholesale liquor merchants. Later, Hanson, VanCamp and Company, a major wholesale hardware and iron firm occupied the building, followed by wholesale grocers--the Kothe, Wells and Bauer Company. Ultimately, the House of Crane, a wholesale cigar firm, took over the building for a 65-year period.

A remnant of a long block of 1860s wholesale houses stands at 29 East Maryland Street, the former Holland and Ostermeyer Building (1867-68; architect unknown). John W. Holland and Frederick Ostermeyer purchased the site for their wholesale grocer business from Henry Schnull and then built the present unit as part of a larger block.

Another building in the district to mention from the 1860s stands at 118-20 South Delaware Street. The former R. S. Foster and Company Building (1867; architect unknown) was erected by a Civil War general, Robert S. Foster, for his commission merchant business. South Delaware Street was known as

"Commission Row" in the post-Civil War era. Here farmers brought their produce and grain to "commission merchants," who sold the foodstuffs to wholesale or retail grocers in return for a commission. Coincidental with Henry Schnull's efforts to the west, General Foster and others were expanding "Commission Row" south of Maryland Street during the 1860s.

The 1870s saw other speculative builders take over from Henry Schnull the task of developing the Wholesale District. A prime example is Morrison's Block at 47 South Meridian, built by a leading capitalist of the city, William H. Morrison. Listed individually in the National Register, Morrison's Block originally consisted of two units. During the late 19th century, wholesale grocer firms and a furniture dealer shared the block. The wholesale grocery firm of M. O'Connor & Co. occupied the building from 1886 to 1924. Michael O'Connor (1838-1916) was a native of Ireland and benefactor of the Catholic Cathedral of SS. Peter and Paul, as were his children.

An exception to the general practice in the early years of erecting wholesale blocks is found at Georgia and Meridian Streets, the former Byram, Cornelius and Company Building. Norman S. Byram, Edward G. Cornelius, and Oliver Tousey erected this cast-iron-fronted building at 201-05 South Meridian exclusively for their business, one of the early wholesale dry goods firms of any size in Indianapolis. During the 1890s, the A. Kiefer Drug Company, a major wholesale concern, occupied the building.

A business slump beginning in the late 1870s slowed the expansion of the Indianapolis economy through the mid-1880s. Building in the Wholesale District fell off. At length, a boom in commerce and industry erupted in the late 1880s with the the discovery and exploitation of natural gas and petroleum fields in central Indiana.

The Wholesale District benefited from the development of new markets in the boom towns of the region. By 1893, Ernest P. Bicknell, a local journalist, was boasting in his book Indianapolis Illustrated that Indianapolis was home to over 300 wholesale and jobbing houses, employing 1,000 traveling salesmen. Bicknell estimated that gross sales enjoyed by the wholesale concerns at \$40 million per year.⁶

Beginning in the 1890s, the Indianapolis wholesale merchants reached beyond central Indiana for new markets in the South and Midwest at large. In competing with other Midwestern metropolises, Indianapolis wholesalers had to their advantage the city's central geographic location, its position at the center of a railroad system that enjoyed connections with the national rail network, and within Indiana, direct rail access by the 1880s to all of the state's 92 counties but three.⁷

During the long period of Indianapolis' commercial growth from the 1880s to World War I, the Wholesale District prospered. Recessions, such as the Panics of 1893 and 1907, stunned the wholesale trade briefly but did not impair its general state of good health. Some wholesale enterprises perhaps did not survive, if Max R. Hyman's estimate in the 1902 Journal Handbook of Indianapolis of "over 200" Indianapolis wholesale houses is accurate (down from

Bicknell's "over 300" in 1893).⁸ Wholesale firms, many of them now incorporated as stock companies, continued to expand their territories and sales volumes until the entrance of the United States into World War I in 1917. Nevertheless, no major wholesale houses were built in the district after about 1913.

The buildings remaining in the district from its "golden age"--1880s to 1917--reflect a mature, prosperous wholesale trade, one which had outgrown the tentative beginnings of the 1860s. Gone were the speculative "blocks," designed for leasing to a series of small wholesale merchants. The buildings constructed after 1887 were erected almost entirely for the needs of single, rapidly expanding wholesale companies. The new boom era saw the discarding of some of the small speculative blocks erected during the 1860s and 1870s and their replacement by a new generation of imposing, single-concern buildings.

Ernest Bicknell's 1893 Indianapolis Illustrated noted that the Indianapolis wholesale trade was "especially strong" in grocers, poultry, confectioners, dry goods, drugs, hardware, queensware, and millinery.⁹ As has already been noted in connection with the buildings of the 1860s, wholesale grocers were important merchants in the district, as was only natural considering the large volume of the agricultural products pouring into the city from central Indiana. Some of the surviving buildings dating after 1887 illustrate the continued prominence of wholesale grocers. Others show the growing importance of the rest of the wholesale lines that Bicknell mentioned, underscoring the point that the wholesale trade had diversified beyond its agricultural origins.

One of the first buildings to be erected after the oil and natural gas boom struck was the former Person and Wetzel Building at 219-21 South Meridian built in 1887 as an investment by Lewis T. Morris, but leased wholly to a wholesale firm dealing in "china, glass, and queensware." The next year, only a couple doors to the north, the wholesale grocer firm of George W. Stout erected a large headquarters at 207-09 South Meridian on the site of the 1870s building they had rented for 12 years. The Stout Building was later occupied by Ward Brothers, a wholesale drug firm.

Across Meridian Street from the Pearson and Wetzel and George W. Stout Buildings, two other major wholesale houses rose. The McKee Building was erected by Robert S. McKee at 202-04 South Meridian to house his profitable wholesale boot and shoe partnership, McKee and Branham. Adjoining the McKee Building to the south and west is the former D. P. Erwin and Company Building at 206-14 South Meridian. The Berkshire Life Insurance Company erected the original portion fronting on Meridian Street for the wholesale dry goods firm headed by Daniel P. Erwin. D. P. Erwin and Company was succeeded in 1899 by the Havens and Geddes Company, also wholesale dry goods merchants, who built additions to the Erwin building as their dry goods business expanded. It is probable that all four of these late 1880s buildings were erected in the 200 block of South Meridian in order to be close to the new Union Railway Station, completed in 1888.

A different sort of wholesale enterprise erected a headquarters building at 135-41 South Pennsylvania in 1888-89 on the corner of Georgia and Pennsylvania

Streets. The Parrott and Taggart Building (architect unknown) housed a large bakery operation that both manufactured large quantities of baked goods and distributed them on a regional basis. In 1897 the firm became the Indianapolis branch of the National Biscuit Company (Nabisco).

Several wholesale buildings appeared in the district as the result of major fires. In 1897, the former Schnull and Company Building at 110 South Meridian replaced an 1860s "block" erected by Henry Schnull. The latter gentleman, who by the 1890s was being called "the Father of the Wholesale District," promptly gave the order to rebuild, erecting the present "slow-burning" building for his wholesale grocery firm.

At the beginning of the new century, a number of wholesale firms outgrew rented quarters and built large, imposing headquarters. One example, the former C. A. Schrader Building stands at Maryland and Pennsylvania Streets at 101-05 South Pennsylvania erected by Christian A. Schrader for his wholesale grocer company. Another such building, also built for wholesale grocers, rose in 1908-09: The Kothe, Wells and Bauer Company Building at 102-06 South Delaware. The firm, also known by its trade name, "KO-WE-BA," moved from the House of Crane Building to the southwest corner of Maryland and Delaware Streets.

Fire also shaped the destiny of the 200 block of South Meridian Street. A \$1 million fire there in 1905 destroyed over a one-quarter city block opposite Union Station. Major wholesale houses, which had located on South Meridian and McCrea Streets to benefit from the flow of customers and salesmen passing through the Station, now found themselves homeless. One of the largest of the victims, Fahnley and McCrea, chose to rebuild on the same site at 240-42 South Meridian. Its buildings (1905-06; architect unknown) boasted two principal entrances: one on McCrea Street, opposite the Union Station front door, and the other on Meridian Street. A "T" was formed by a warehouse section fronting on Louisiana Street to the south (8-14 West Louisiana).

The largest wholesale house ever built in the wholesale district stands at Georgia and Meridian Streets (141-43 South Meridian). The former Hibben, Hollweg and Company Building (1911-12; Vonnegut and Bohn of Indianapolis, architects) represents the Wholesale District at its height. Erected by what eventually became the city's largest wholesale dry goods firm, the new building replaced a post-Civil War, Second Empire-styled building on the same site.

Following World War I, the Wholesale District began a gradual but unmistakable decline. Ironically the reasons at first lay in the need for prosperous firms to expand. For example, in 1924-25 both Schnull and Company and Kothe, Wells, and Bauer Company left their buildings in the Wholesale District for larger, new headquarters located on larger sites outside the district.

Of even greater importance than expansion in precipitating the weakening of the district was the advent of automobiles and trucks. During the Inter-War period, these two modes of transport revolutionized the methods of wholesale firms. Large tracts were now sought to provide ample parking for trucks and automobiles and to allow space for a rail siding. As a consequence, many

wholesale firms forsook the narrow alleys and the densely built character of the Wholesale District. The Depression hastened the decline of the district. Several major wholesale firms closed their doors. Hibben, Hollweg and Company, once a giant in the district, went into receivership for a time. Eventually fleets of trucks began to replace the railroad as the avenue chosen for shipping wholesale goods. The link between the wholesale trade and the railroad, which had given the district life nearly a century before, disappeared.

HOTELS

Six current or former hotel buildings remain in the Wholesale District. In the early 20th century, a majority of the city's hotels could be found south of Washington Street. The hotel owners valued the Wholesale District's proximity to the Union Railway Station.

From the beginnings of the railroad, hotels had taken advantage of the steady flow of travelers passing through the Union Depot. Early in the railroad era, Illinois Street became the gateway to Indianapolis for visitors arriving in the city. The best hostelries vied for patronage along the three blocks of Illinois from Union Station to the retail and office district adjoining Monument Circle. The well-remembered hotels in Indianapolis history all boasted Illinois Street locations: the Spencer House, Oneida Hotel, Hotel Edward, Grand Hotel, Occidental House, Bates House (replaced later by the Claypool Hotel), and ultimately, Hotel Lincoln. All these have vanished, having departed along with the passenger traffic that nurtured them.

The surviving hotel buildings do not all stand on Illinois Street, although they do share a common historical bond to Union Station. The oldest survivor in the Wholesale District is also the oldest hotel left in Indianapolis. Originally named the Concordia House by its first proprietor, Ferdinand Mottery, the building standing at South and Meridian Streets later became known in turn as the Tremont House and then as the Germania House (built 1863-64, architect/builder unknown). The Concordia House is the last remaining of the first generation of hotel "houses" built in the city after the opening of the 1853 Union Depot. Like its departed neighbors to the west, the California House and National Hotel, the Concordia House was erected south of the old depot to be close to the "eating house" and railroad office located in the southern portion of the depot. Hotel guests probably grew fewer after the new railway station in 1888 turned the attention of arriving passengers to the north of the union tracks. In the 20th century, the Germania House was operated primarily as a rooming house and bar/restaurant for neighborhood patrons. The bar, now called "The Slippery Noodle Inn" at 372 South Meridian was cited in 1977 by Historic Landmarks Foundation of Indiana as the oldest continuously operating bar/restaurant in the state.

At the summit of hotel quality in the Wholesale District after 1913 was the former Hotel Severin (at 43 West Georgia). Located just one-half block north of Jackson Place, Hotel Severin was ideally situated to capture the favor of affluent visitors to Indianapolis. Built as a first-class hotel, the Severin

competed with the other hostelries of the premier rank: the Claypool, the English, and the Lincoln. Its investors included prominent entrepreneurs of the city: Henry Severin, heir to the Severin wholesale grocery fortune; and Carl G. Fisher and James A. Allison, automobile pioneers and founders of the Indianapolis Motor Speedway. The 13-story Severin occupied an imposing position in the Wholesale District skyline, overlooking the Station and most of the neighboring hotels. For more than 40 years (1915-1958), Indianapolis businessman William A. Atkins operated the Severin. After his death, the hotel suffered financial loss and closed in 1966, about the time that the fortunes of Union Station also reached low ebb. In 1968, Indianapolis businessman Warren M. Atkinson rebuilt much of the interior of the hotel, reopening it as the Atkinson Hotel. The Atkinson in turn was enlarged and sympathetically renovated in 1988-89, reopening as the Omni Severin Hotel in January 1990.

At the other end of the hotel price range since 1914 has been the former Meridian Hotel (1913-14, architect unknown). It was built by Herbert Essex to accommodate those travelers visiting the city on a restricted budget, the Meridian stood just east of the Louisiana Street entrance to the new Union Station Concourse and Train Shed. After several name changes (Meeker and Gilbert-Meeker), it served as a transient hotel at 244-50 South Meridian under the name of Station Hotel.

A number of small and medium-sized hotels were clustered around Jackson Place, McCrea and Illinois Streets. Two surviving examples of the small hotel are the Braden Block at 129-131 South Illinois and the Union Station Hotel at 6 West Louisiana. The second floor of the Braden Block served as a hotel under a variety of names over the years, including European Hotel, Hotel Roland, and Hotel Braden. 6 West Louisiana was built as a small hotel and saloon circa 1899. It was called the Union Station Hotel, Hotel Savoy, Hoosier Hotel and Bar, and from 1907 to 1916 it simply went by the name of the proprietor, August A. Sims.

Occupying a median position in price and quality of accommodation between the Severin and the Meridian was Hotel Spink (1924; E. G. Spink Company, architects and contractors). The Spink was a late arrival in the Wholesale District but occupied a choice location at 233-35 McCrea on Jackson Place, opposite the still bustling Union Station. The entrepreneur responsible for the hotel, Edgar G. Spink, headed a construction and management company that erected some 60 apartment buildings in Indianapolis between 1900 and 1930. Hotel Spink during the 1930s became the Barnes Hotel. In 1986 it was rehabilitated into offices.

The last hotel built on Illinois Street before the Depression was the Hotel Lockerbie at 117-25 South Illinois (1928-29; Bennett Kay of Indianapolis, architect). Built by Samuel and Julius Falender, two junk dealers, and Otto Meyer, a banker, the hotel originally carried the name Hotel Lockerbie, for reasons unknown. In the 1930s, Glenn F. Warren, a successful hotel operator of the city, took over the ailing Lockerbie and reopened it carrying his name. As the passenger trains decreased in number, the clientele of the Warren likewise decreased, forcing the hotel to close in 1973. The hotel was remodeled, renamed the Canterbury Hotel, and reopened in 1984.

OFFICE BUILDINGS

Office buildings in Indianapolis during the post-Civil War period and first third of the 20th century as a general rule were erected along Washington Street or to the north of it. Nevertheless, a few speculative builders and companies with ties to the Wholesale District chose locations between Washington and South Streets. Although only three such buildings currently exist in the district, each is significant in the history of the Wholesale District.

The most architecturally splendid of the group, the Majestic Building, is already listed individually in the National Register. Built both as a headquarters for the Indianapolis Gas Company and as a speculative office building, the Majestic Building through much of its history had more in common with the other first-class office buildings on the streets to the north than with the warehouse buildings of the wholesale district. Nevertheless, the Gas Company chose the site at 47 South Pennsylvania, a wholesale street, for its headquarters, possibly in part because of its proximity to the company's large gas yards at South and Pennsylvania Streets. Despite its southern location, the Majestic Building was among the most prestigious offices in the city during the 1890s. Its 13 stories made it the first "skyscraper" in Indianapolis. In addition, municipal government leased most of their offices in the Majestic making it a temporary "city hall." The Indianapolis Gas Company and its successor, Citizens Gas and Coke Utility, left the building in the 1930s. The Farm Bureau Cooperative Association then occupied the Majestic as its headquarters for 40 years.

On the north side of Georgia Street east of Meridian at 30 East Georgia stands the former John W. Murphy Building (1911; Samuel H. Brubaker, architect). Named in honor of one of the district's leading wholesale dry goods merchants, the Murphy Building was unique in that it housed small wholesale and manufacturing operations in office suites on the pattern of a regular office building. The tenants included in the early years printers, dealers in "corks," skirt merchants, nut bowl dealers, and railroad offices.

The third office building to mention, the former Big Four Building (1929-30, D.A. Bohlen & Son, architect) at 105 South Meridian, belongs to the conventional class of office edifice. The Big Four Building was erected in the Wholesale District to be close to the Big Four Railroad's freight and passenger operations to the south. Ironically the Big Four Railroad erected the headquarters, one of the last office buildings completed before the Depression, because of the industrial growth Indianapolis had experienced since World War I. When completed, railroad employees occupied seven floors of the nine-story building. That proportion decreased as the New York Central system, the parent company of the Big Four, declined.

INDUSTRY

Industrial activity in the Indianapolis Wholesale District generally remained subordinate to the wholesale trade. Some small manufacturing firms located in

the Wholesale District either because of close associations with the surrounding wholesale merchants or with the retail stores to the north.

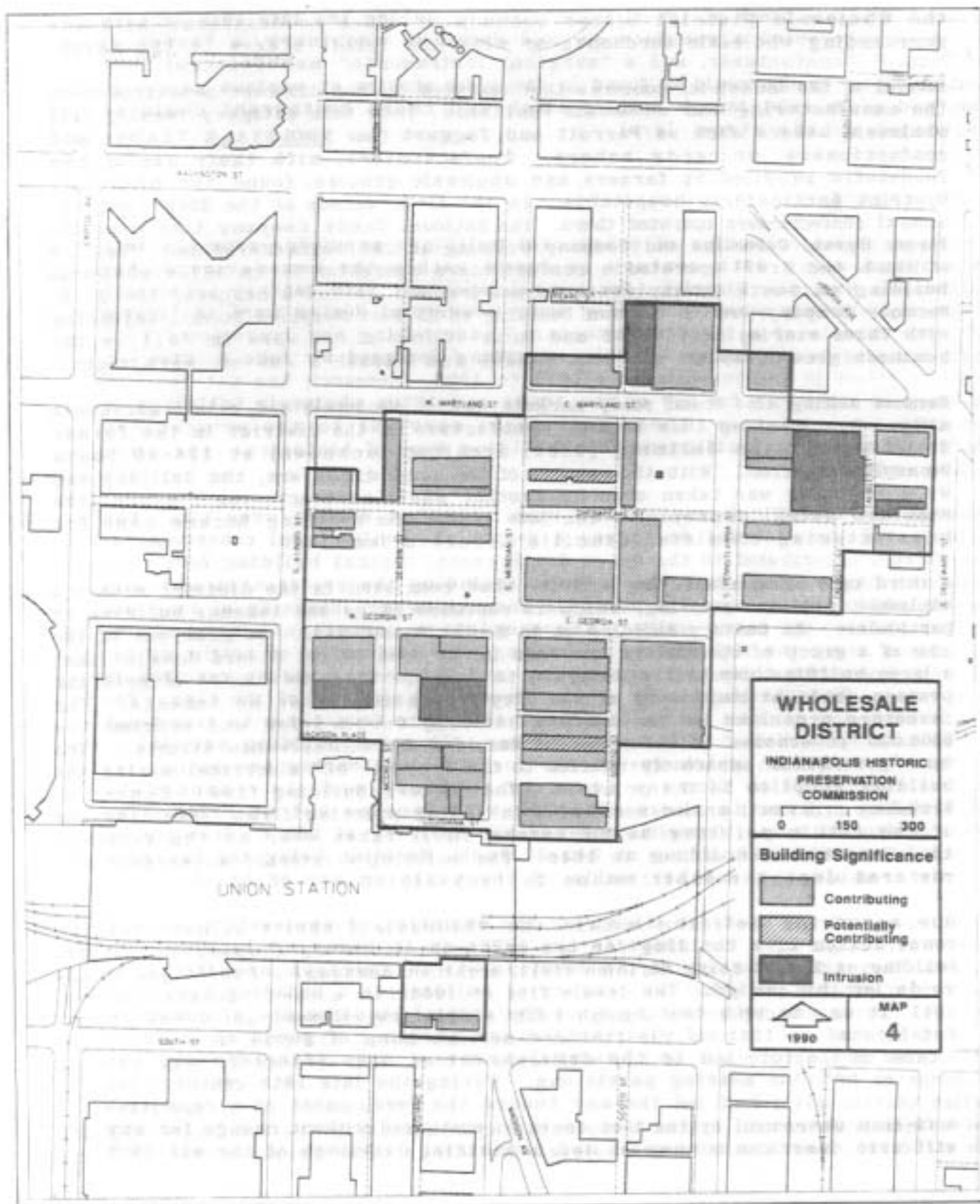
Several of the industrial concerns that operated in the district practiced both the manufacturing and wholesale functions. Into this category readily fell wholesale bakers such as Parrott and Taggart (see WHOLESALE TRADE) and confectioners, or candy makers. Confectioners, with their use of raw foodstuffs supplied by farmers and wholesale grocers, found the Wholesale District particularly hospitable. In the first decade of the 20th century, several confectioners operated there. The National Candy Company took over the former Byram, Cornelius and Company Building at 201 South Meridian. The firm of Nicols and Krull operated a confectioners operation in an 1870s wholesale building on South Pennsylvania Street (razed). A third concern, the J. F. Darmody Company, erected its own building at 25 West Maryland Street, beginning with three stories in 1904-05 and later adding three more in 1911 as the business grew (respectively P.C. Rubush and Rubush & Hunter, Architects).

Harness making also found ready markets among wholesale and retail merchants alike. Representing this line of manufacture in the district is the former Holliday and Wyon Building (1889; architect unknown) at 134-40 South Pennsylvania Street. With the passing of the horse drawn era, the Holliday and Wyon Building was taken over by another small manufacturing concern, the Standard Metal Company. In the late 1920s, the building became home for manufacturing chemists, Boncilla Laboratories, Inc.

A third type of manufacturing activity that coexisted in the district with the wholesale trade was printing, which is represented by one immense building in particular: the Century Building at 36 South Pennsylvania. It grew out of the idea of a group of speculative investors led by John W. and Edward Schmidt that a large building especially designed to support the heavy loads of printing presses could attract many of the city's printing firms as tenants. The investors organized as the Century Building Corporation and erected the \$400,000 "powerhouse" at the corner of Maryland and Pennsylvania Streets. The term "powerhouse" apparently referred to the special "DC" electrical wiring the building supplied to the printers. The Century Building (1901, Samuel H. Brubaker, architect) proved successful in luring printing firms, remaining one of the city's printing headquarters until taken over by the Veterans Administration for offices in 1946. The building's exterior appearance was restored during rehabilitation in 1983-84.

One surviving building within the Wholesale District illustrates the construction of a building for one particular printing company. The Ratti Building at 234-38 South Meridian (1911, architect unknown) occupied one of the voids left by the great wholesale fire of 1905 (see above). Constructed in 1911, it was occupied by Joseph Ratti's printing company until the 1940s. Established in 1881 by the Italian-American Ratti, the firm was originally located in the 100 block of South Illinois Street described as a "book and job printer."¹⁰

A final illustration of the manufacturing function in the Wholesale District will also demonstrate that wholesale buildings often housed more than one



concern. Braden's Block at 129-31 South Illinois, during the late 19th century hosted in succession a manufacturer and dealer in machinery, a "surgical appliance" manufacturer, and a "surgical instruments" manufacturer. In addition, Hotel Braden could be found in the upper stories at various points in time, and after 1906 Joseph Stahr's steak and chops restaurant could be frequented on the street level.

ARCHITECTURE

The city's largest collection of commercial buildings surviving from the 19th century and early 20th century is found within the boundaries of the Indianapolis Wholesale District. For several important 19th century architects of the city, the only extant product of their commercial design work is located here. One example of a large architectural undertaking now represented by a single building is the George W. Stout Building designed by John H. Stem, an architect active in Indianapolis from 1874 to 1908. Research has not revealed the names of architects for any of the 1860s and 1870s wholesale buildings in the district. However, these buildings' survival to the present day contributes to their significance as a building type of historical importance to the city.

Although the overall character has been somewhat eroded over time, the buildings of the district do convey a degree of architectural cohesiveness. Many factors contributed to the dense development, typical building form, and continuous facade lines along the streets, including the gridiron street plan, the original platting, and the economic incentives for intensity of land use and the sharing of party walls. There exists a certain cohesiveness of proportions among the 19th century buildings. The uniformity of height of the buildings (averaging three to four stories) and the narrow widths resulted in large measure from the limitations of the structural systems of the time. The early subdivision of lots led to buildings that were from three to five times as deep as their width. With few exceptions, the major building material of the district is brick, which was chosen for its load bearing properties, its relative resistance to fire (as compared to wood), and its economy and availability. Even in those examples with facades not of brick--the cast-iron-fronted Byram, Cornelius and Company Building at 201 S. Meridian or the stone-faced Rusch Building at 243-47 South Meridian being the two most notable examples--the other walls of the building are of brick.

The buildings of the district illustrate the evolution of wholesale house and warehouse design from the 1860s to the 1920s as it occurred locally. In general, they are reflective of the developments in American architectural history during this period. The commercial building is a building type that developed during the 19th century from the special requirements of commerce. The need for the unobstructed distribution and handling of goods on a larger scale than ever before led to the development of open interiors and the avoidance of interior bearing partitions. During the late 18th century, the English textile mills had led the way toward the development of a repetitive post-and-beam structural system that could be multiplied without change for any size structure. American commercial and industrial buildings of the mid-19th

century capitalized on this innovation for the creation of open lofts. This represented a significant break away from the heavy braced frame of Colonial building, which influenced residential construction until the revolutionary balloon frame of the mid-1800s. The structural systems worked out for the stores and warehouses of the mid-19th century represent a direct link in the chain of construction advances that led from the English mills to the iron frames and curtain walls of the late-19th century "skyscraper" office buildings.

The typical four-story wholesale building in Indianapolis followed a typical pattern of floor usage. The ground floor served as the wholesale concern's main office with an important corollary function as the storefront for the display of goods. The second floor often was devoted to stock and packing. If any manufacturing or assembly was involved in the individual commercial trade, it took place on the intermediate floors. The upper floors were always used for the warehousing or storage of goods. The multistory functioning of the building was made possible by the invention of the mechanical, steam-driven hoist, which was in general use by the 1850s.

The distribution and handling of goods within the building was further facilitated by freeing the interior from partitions or large masonry piers through the use of structural iron columns and posts. This was especially useful at the ground floor level and was utilized early in at least three extant South Meridian Street wholesale buildings of the late 1860s and early 1870s: the House of Crane, Morrison's Block, and the Byram, Cornelius and Company Building. The need for light brought about the opening up of the facade, especially at the ground floor storefront. The early buildings' long side walls had comparatively few windows if adjacent to an alley or if sited on a corner along a street; shared party walls, of course, had no openings. This resulted in little natural light penetrating to the interior. Since the facade's windows were often the only source of natural light, there was an incentive to provide as many and as large windows as structurally feasible. Later in the 19th century, the large, roof skylights over a central court lightwell became common as a solution to illuminating wholesale and office buildings.

As the first major wholesale building in Indianapolis, Schnull's Block of 1863 at 102-04 South Meridian (collapsed and demolished in 1988) established many of the architectural themes that became prevalent in commercial buildings in the city during the second half of the 19th century. The building is important for its sheer size (four stories high and 12 bays wide), which was in strong contrast to the individual dwellings that lined South Meridian Street at the time it was built. The building footprint followed the lot lines, taking full advantage of its corner site. Four interior brick bearing walls divided the large structure into four long and narrow sections. Although the building does not represent any structural advancement for its time, its primary architectural significance derives from its role as a forerunner for the district. Schnull's Block introduced the arcade motif, in which round-arched windows' hood molds are connected by an impost course (at the second floor only).

Morrison's Block of 1871 at 47 South Meridian took the arcade motif to its full conclusion with three upper stories of identical arcading and former cast-iron storefronts that also employed an arcade. This type of Italianate facade design was once commonplace in the wholesale district, and on some streets, multistory arcades extended continuously for blocks. The busy lines of arcades added a certain energy to the buildings of this part of the city and served as an expression of the vitality of the trade. Morrison's Block is now the only surviving building in the wholesale district to exhibit three floors of the arcade motif.

The 1867-68 Holland and Ostermeyer Building at 29 East Maryland is an excellent example of a building type that was very important to the development of the wholesale district. The construction of a "block" was often a speculative venture on the part of an enterprising businessman who saw the opportunity to lease or sell individual units to various wholesalers. Just as often, the construction of a block was undertaken jointly by a group of individual wholesalers who wished to share the economic advantages of building one large structure while retaining individual ownership of their own land and unit. The idea of combines modular units--as contrasted with individual detached buildings--resulted in considerable savings in construction with sharing of: the major building components (structural, load bearing walls, roof, foundation, etc.); one unified, exterior design (and thus one architectural fee); and the concomitant lessened costs of materials and labor. Much of the inspiration for this type of commercial building was probably derived from domestic terraces. The fact that the individual units could stand alone as individual buildings is evidenced not only by the remaining unit of the Holland and Ostermeyer Building but also by the Mayhew and Branham Building of 1865-66 at 235 South Meridian, the lone survivor of a multi-unit block.

The Byram, Cornelius and Company Building of 1871-72 demonstrates the full exploitation of cast-iron technology at a time when the material was at the height of its popularity. It exhibits the oldest remaining cast-iron facade in Indianapolis and is one of the few surviving structures of its kind in the city.

American technological advances of the 1840s had made cast iron's use as a building material possible. The need for natural light had brought about the exterior walls being opened up to the maximum extent feasible, and no where was light needed more than to illuminate the stock displays and ground floor office operations. The compressive strength of cast iron made the large openings possible. The cast-iron front allowed for a maximum of light to enter on all four floors and resulted in an exterior that was remarkably open for its time (although within the mainstream of cast-iron technology). The second and third floors exhibit a standard design formula of arched windows set between columns, a Renaissance motif that became ubiquitous throughout the country in cast-iron buildings of the 1860s. Those who designed and produced cast-iron fronts had capitalized upon the Renaissance style as a basis for form and ornament, since it seemed a suitable solution to the problem of design with repetitive elements. It is interesting that a style that was too intricate or expensive to be produced in masonry or carved stone could be recreated with comparative

ease, speed, and economy through casting. Thus, this facade was elaborately decorated with detailed columns and pilasters, capitals and keystones--all prefabricated in repetitive, modular units. The self-supporting iron front was quite an architectural novelty, yet the structure behind it was usually quite conventional. In the case of the Byram Building, the factory-made facade (the larger sections of which were assembled at the construction site) was attached to load bearing brick walls. However, the interior structure contained iron columns and girders rather than the traditional wooden posts and beams.

A high percentage of Indianapolis' wholesale buildings once featured iron storefronts with large, glazed openings. Other extant, intact examples include the Rusch Building of 1867-68 and the Pearson-Wetzel Building of 1887-88.

The galvanized iron facade at 202-04 South Meridian on the McKee Building of 1888-89 stylistically represents a break with the cast-iron facade design of the previous generation. During the 1880s, the full cast-iron facade had lost its popularity nationally due to a variety of factors, one of the most important being the discredit of their supposed fire resistant qualities after the fires of the 1870s in Boston and Chicago. Local architect Robert P. Daggett successfully answered the challenge of finding a new design for an iron front that did not imitate masonry and gave due respect to the unique qualities of the material iron. Breaking with the Italianate and Renaissance design idioms, the McKee Building expressed the post-and-lintel grid of its structure. The galvanization of the iron was a technological advancement to counter the problems of oxidation and rust.

Robert Platt Daggett (1837-1915) moved to Indianapolis in 1868 from his native New Haven, Connecticut. The architectural firm of R.P. Daggett & Co. was organized in 1875 with James B. Lizius. The 1883 Manufacturing and Mercantile Resources of Indianapolis noted the following about the firm: "Nearly every business structure erected on Meridian St. since 1874, from the Union Depot northward to Washington St., has been designed and erected under the supervision of this firm."¹¹

The 1894-95 Majestic Building at Pennsylvania and Maryland was Indianapolis' first "skyscraper" and remained the tallest building in the city for over 15 years until the completion of the Merchant's National Bank Building in 1913. Its height of 10 stories was made possible by the tremendous construction advances in tall buildings that were developed in the United States--largely in Chicago and New York--in the decades of the 1880s and 1890s. Constructed of one of the first steel, skeletal frames in Indianapolis, the Majestic Building represented the height of sophistication in the early development of a new building typology: the office building. The elegant facade, which relies upon classical themes, has been considered the finest commercial design of D. A. Bohlen, one of the most prominent architects in the history of Indianapolis.

The architectural firm of D.A. Bohlen and Son was founded in 1853 by German immigrant Dieterich A. Bohlen (1828-1890). Bohlen was succeeded in the firm by his son Oscar (1863-1936), grandson August (1887-1970), and great-grandson Robert (1920-1960). The firm designed not only the Majestic Building in the Wholesale District, but also the 1901 C.A. Schrader Building and the Big Four

Building. Besides commercial and office buildings, the firm also designed industrial structures but specialized in religious and institutional buildings including the Pleasant Run Children's Home and St. John Catholic Church, both listed on the National Register of Historic Places.

Selected examples of the later generation of wholesale buildings (at the turn of the century) are architecturally significant for a variety of reasons. The 1896-97 Schnull and Company Building at 110 South Meridian represents a definite break with the 19th century. Its straightforward design, regularity of windows, large expanses of plate glass, and constrained use of ornament all give it a decidedly "modern" look for its date. However, for all its exterior modernity, the building is of ordinary mill construction and represents no structural advancement for its time. Structural conservatism is true of other contemporary wholesale buildings; even the Hibben, Hollweg and Company Building of 1911-12 at Meridian and Georgia, the largest wholesale building ever built in Indianapolis, was based on mill construction. The degree of architectural refinement given to a warehouse building is surprising in the 1901 C. A. Schrader Building at Maryland and Pennsylvania. With the growth in the size of commercial buildings, siting at a corner became important as a way of providing two principal facades rather than one.

The firm of Vonnegut & Bohn left its mark on the Wholesale District with the designs of three notable buildings: the Severin (Atkinson) Hotel, Schnull & Co. Building, and the Hibben, Hollweg & Co. Building. The firm was formed in 1888 by Bernard Vonnegut and Arthur Bohn, both German-American architects from Indianapolis who had received some of their architectural training in Germany. The firm is responsible for a number of important structures in Indianapolis including Das Deutsche Haus (Athenaeum), Ayres' and Block's department stores, Selig Dry Good Co. Building, Fletcher Trust Building, and John Herron Art Institute. In 1893 Vonnegut married Nannie Schnull, daughter of Henry Schnull, explaining the firm's designs of the Schnull & Co. Building, the houses of Henry Schnull and his son Gustav Schnull (Schnull-Rauch House, 3050 North Meridian St.). The Severins, Hibben, Hollweg, the Schnulls, Vonnegut, and Bohn were all members of the Sozialer Turnverein which built and occupied Das Deutsche Haus.

With respect to architectural styles, several buildings in the district bear out the premise that commercial patrons demanded and received the best architecture of their day. The merchant princes of the 1860s and 1870s found the elements of the Renaissance palazzo particularly suitable to their needs. Since the body of literature on the early architectural history of American commercial buildings is so small, the stylistic labels derived for residential buildings have tended to be applied to commercial buildings without respect for the vast difference in building types. This situation leaves much to be desired in the way of authoritative categorization of commercial styles. Located at 135 South Illinois, the Louis G. Deschler Building of 1906-07 is faithful in its stylistic detail to the German Renaissance Revival style. This expressive style was successfully employed by Vonnegut & Bohn in the design of Das Deutsche Haus. Its application to commercial architecture was not rare in Indianapolis, but the Deschler building is one of the very few examples to survive.

The well-known Indianapolis architect Adolf Scherrer was responsible for the design of the Deschler Building. Scherrer was a prominent architect in late 19th and early 20th century Indianapolis. He was born in St. Gallen, Switzerland and educated at Vienna's Imperial Kunstakademie. He arrived in Indianapolis in 1873 and entered into partnership with Edwin May. Scherrer served as supervising architect for the Indiana Statehouse in the 1870's after May's death. Scherrer's best known work, the Maennerchor Hall, was built in 1905-06 in the German Renaissance style. The Deschler Building was clearly inspired by the the Maennerchor Hall design.

A number of other Indianapolis architects were responsible for designs in the Wholesale District. The prolific firm of Rubush and Hunter was formed in 1905 and produced a steady stream of significant designs until 1939 including the Masonic Temple (1907), City Hall (1909), Circle Theater (1916), and the Circle Tower Building (1929). Rubush and Hunter were responsible for the Ko-We-Ba Building (1908-1909), the Indiana Terminal Warehouse (1923), and the completion of the J.F. Darmony Building (1911).

The Wholesale District has examples of the work of lesser-known local architects. Samuel H. Brubaker designed the Century Building and the John W. Murphy Building. Brubaker was active as an Indianapolis architect between 1896 and 1913. John Stem (1847-1910) designed the George W. Stout Building, built in 1888. Stem was credited in a December 1890 article in the Indianapolis Laymen with the design of "other blocks on S. Meridian St."¹² Stem designed a number of residences, churches and commercial buildings in Indianapolis and throughout Indiana. His greatest surviving work is the Soldiers' and Sailor's Orphans' Home near Knightstown, Indiana. Bennett K. Kay (1885-1944) designed the Hotel Lockerbie. Kay was an Indianapolis native educated at Emmerich Manual Training High School and Purdue University.

The most architecturally significant building in the district for its representation of an architectural style is Union Station of 1887-88, one of the finest Romanesque Revival buildings in the Midwest. In plan, materials, proportions, composition, and detail, this building is an outstanding example of the style. It contains one of the finest public spaces in the state of Indiana--a three-story high, barrel-vaulted waiting room lit by a tremendous Skylight and two rose windows. In its conception and organization of space, Union Station's interior ranks it among the best American railway stations of the 19th century. The elevated tracks, train shed, and pedestrian concourse date to a 1916-1922 expansion project. Recognized for its major achievements in traffic engineering, the 7-acre train shed complex is among only 11 such works that survive in the United States today.

The 1888 Union Station was designed by Thomas Rodd, an architect and engineer from Pittsburgh. It was remodeled by D.A. Bohlen and Son in 1913-14. The Concourse, Shed and Train Yards were constructed between the years 1916 and 1922 after the designs of the Philadelphia firm of Price and McLanahan. This firm specialized in the design of railroad stations and resort hotels. The 1888 Union Station headhouse is an outstanding example of the Romanesque Revival style and the Shed and Concourse exhibit exceptional art Nouveau detailing in terra cotta, plaster and metalwork.

CONCLUSION

The Indianapolis Wholesale District has survived as an area testifying to the nineteenth-century growth of the city as a regional commercial center. The structures range from narrow two-story commercial buildings to a block-sized terminal warehouse and vary in style, detailing, and materials. the historical theme of commerce ties the area together as the buildings are reused in new ways, again under the direct influence of Union Station and Washington Street.

END NOTES

¹ J.E. Land, Industries of Indianapolis--Trade Commerce and Manufacturers. Historical and Descriptive Review (Indianapolis: J. E. Land, 1881), p.19.

² Consolidated Illustrating (compilers), Indianapolis of To-Day (Indianapolis: Consolidated Illustrating Co., 1896), p.60.

³ Max R. Hyman (ed.), Journal Handbook of Indianapolis (Indianapolis: The Indianapolis Journal, 1902), p.146.

⁴ Track Elevation Commission, Chamber of Commerce, "Track Elevation in Indianapolis" (pamphlet) (Indianapolis: Chamber of Commerce, 1913), p.12.

⁵ Land, pp. 37-38.

⁶ Ernest P. Bicknell (writer) and Edgar H. Evans (editor), Indianapolis Illustrated (Indianapolis: Baker-Randolph Lith. and Eng. Co., 1893), p. 133.

⁷ Manufacturing and Mercantile Resources of Indianapolis (Part IV of Resources and Industries of Indiana) (Cincinnati (?): Historical and Statistical Publishing Co., 1883), p. 400.

⁸ Hyman, p. 338.

⁹ Bicknell, p. 135.

¹⁰ James J. Divita, "The Ratti Family," typewritten summary in IHPC files, March 16, 1989.

¹¹ Manufacturing and Mercantile Resources, p. 432.

¹² Indianapolis Laymen, December 1890, p.4.

IV. EXISTING CONDITIONS



**PREVIOUS PAGE: Vonnegut & Bohn's 1912 architectural rendering
of Hotel Severin.
Indiana Historical Society Library,
Bass Photo Collection #30796.**

IV. EXISTING CONDITIONS

EXISTING LAND USE

The Wholesale District is a six square block area which along with the Union Station forms the southern boundary of the Downtown between Delaware and Illinois Streets.

The overall form and arrangement of the Wholesale District has been determined by a mixture of office, wholesale, retail, restaurant, tavern, hotel, industrial, public and transportation-related land uses. Historically, Union Station has been the primary influence on the use of land in the Wholesale District. Wholesale houses, warehouses, offices and industry located there to be close to the busy terminal. Even now, 140 years after the first station was constructed, Union Station remains a major influence on the use of land in the area. For example, the conversion of the station to a festival marketplace and hotel in 1986 has encouraged related establishments to locate adjacent to it.

At this moment the nearby Convention Center and Hoosier Dome are also major influences on the overall form of the Wholesale District. They have encouraged hotels and many entertainment-oriented establishments to locate in the district resulting in the presence of conventioners and sports fans.

In the future, the Circle Centre Project, which includes one block of the Wholesale District and is scheduled to open in 1993, will become a major factor influencing the types of businesses locating in the Wholesale District. When complete, this project will reinforce the trends occurring today by introducing retail, entertainment, hotels and offices in and near the Wholesale District.

A field study was performed in October, 1989 to determine the types of land use in the Wholesale District. The results and a brief analysis of each type of land use is given below.

HOUSING

The amount of housing is minimal. In 1987 the former Murphy Building, at 30 E. Georgia was converted to 95 apartments and renamed Harness Factory Lofts. In 1985 the second and third floors of 133-135 S. Illinois were renovated into one unit. When the Wholesale District was at its peak early this century, the only people who lived in the area resided in places such as the Severin Hotel, 43 West Georgia, which has been renamed the Omni-Severin Hotel.

WHOLESALE

Only one wholesale business remains in this area where many once thrived. It co-exists with the many entertainment-oriented establishments located in the 200 block of South Meridian. This lone wholesale house sells toys and carnival novelties and it has been in business since 1880. It survives despite the lack of modern facilities such as a single level building, off-street loading docks

and abundant turning room for trucks. Similar to most businesses in the area, loading docks are located on the alley.

HOTELS

At one time there were six hotels in the District. At this moment two remain: the Canterbury, 123 South Illinois Street and the Omni-Severin, 43 West Georgia. The former was renovated in 1984 and contains 102 rooms. The latter has been renovated and reopened in 1989. With a new addition facing Union Station, the Omni-Severin is now the fourth largest hotel in the City and offers 424 rooms. These buildings have always functioned as hotels and once catered to train travelers and people connected with the wholesale trade. Today, they cater to conventions and the tourist trade.

RETAIL STORES

Retail activities are located mainly in the central and eastern portions of the district. For instance, Pennsylvania Street possesses two computer stores, two office furniture stores, one office supply store and an architectural book store. A pre-packaged meat store is situated on East Georgia Street. These stores cater mostly to the needs of people in the downtown.

Meridian Street also possesses some retail activity. A luggage store presently located on Meridian Street has been situated in various places in the Wholesale District since 1914. Two other retail establishments are located on Meridian Street although they have not been in business as long. They are a catalog showroom and religious book and supply store. By their nature they serve a wider range of people than the stores located on Pennsylvania and Georgia Streets. A satellite dish store located on Maryland Street serves the entire state.

Several of the above-mentioned businesses still carry on wholesale business activities but on a lesser scale than their retail business. For instance, the above mentioned luggage store maintains a small amount of wholesale business.

SERVICE COMMERCIAL

In the Wholesale District, there are three first floor service commercial operations to serve the needs of people living and working in the Downtown. A dry cleaner is located on Pearl Street in the Century Building, and a tailor is situated in the Murphy Building, 30 East Georgia Street. Also, an optician, a long-time downtown tenant is established on Delaware Street.

INDUSTRY

During its peak, the Wholesale District had a great deal of industry. Today, very little of it remains. Some of the enduring industries are a print shop, located at 128 South Delaware, and a graphic arts design shop next door. Warehousing is yet another industry still carried on in many places of the district. The largest warehousing operation is located in the Conrail Building (the former Indiana Terminal Warehouse) 230 South Pennsylvania; track

maintenance operations, another industrial type of operation, is also conducted on the inside of the building. The other surviving warehousing operations, such as the one at 221 South Meridian Street operate on a much smaller scale.

OFFICES

Offices are the most predominant land use in the district. The 984,000 square feet of office space in and immediately adjacent to the district is mostly located on South Pennsylvania or Meridian Streets. Their sizes vary according to the time they were built and their original function. The largest amount of leasable office space is 200,000 square feet located in the Conrail Building, 230 South Pennsylvania. The Century Building, 36 South Pennsylvania, possesses the second largest amount of space with 175,000 square feet. Examples of the other larger buildings are the Chesapeake, 105 South Meridian, with 111,000 square feet and 238 South Meridian and Station Place, 200 South Meridian, both having 100,000 square feet of leasable space.

There are a number of smaller office spaces that contribute to the variety of office space in the Wholesale District. Examples include the Majestic Building, 47 South Pennsylvania Street (70,000 square feet), the One Jackson Square Building, 233 South McCrea (50,000 square feet) and the Morrison Opera Place, 47 South Meridian (45,686 square feet).

There is a rich mixture of companies and businesses taking up this office space with no one type of businesses dominating. The variety of operations range from insurance companies to architectural firms to state government offices.

Many of the office buildings in the district are converted hotels and wholesale houses. For example, One Jackson Square, 233 South McCrea is the former Hotel Spink. The Morrison Opera Place, 47 South Meridian, is a former furniture wholesale house. The Conrail Building is an example of a former warehouse now used for office space and other functions.

Wholesale District office operations provide the downtown with a choice of low or moderate cost alternatives to newer buildings with higher rents. They also attract a great deal of automobile and pedestrian traffic that the street and sidewalk system handles adequately.

RESTAURANTS, NIGHTCLUBS, AND TAVERNS

The Wholesale District has become the focal point of the downtown entertainment district. As such, there are a great deal of these entertainment-oriented operations concentrated in the 200 and 300 blocks of South Meridian. Also, there are two smaller concentrations, one in the 100 block of South Illinois and the other at the intersection of East Maryland and South Pennsylvania. These establishments are busiest at night and especially the weekends, as evidenced by the large amount of automobile and pedestrian traffic along Meridian Street, the main recipient of the traffic.

These establishments are oriented to a wide range of people from the Indianapolis region and beyond. They may be in the area for strictly

entertainment or may have attended a museum, theatre, concert, convention or sports event beforehand. Downtown office workers are also attracted to the area after working hours and during lunch. Former wholesale buildings and hotels house most of the above establishments.

PUBLIC

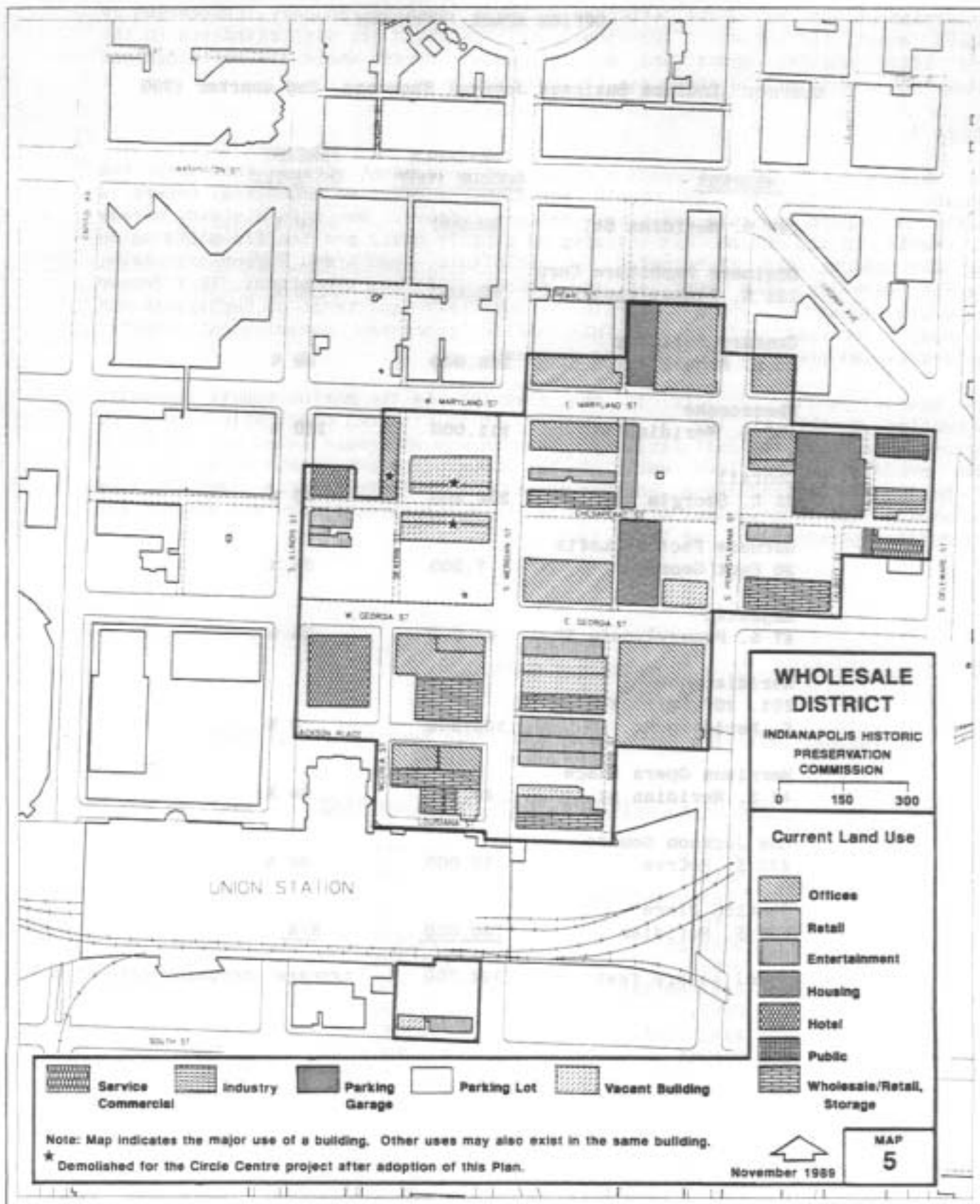
The Wholesale District possesses a variety of government offices that serve the public. For example, 141 South Meridian, a one-time industrial bakery is mostly occupied by State and County Welfare offices. There is a steady stream of people in and out of this building on a daily basis and traffic picks up on the day checks are distributed to recipients. An Armed Forces processing station takes up the rest of the space. Across the street, in a former wholesale house at 25 W. Georgia, is the State Department of Employment and Training Services office. This office processes unemployment benefit applicants and provides job training programs.

The newest public facility in the district is the Marion County Community Correction Center at 102 S. Delaware. It is situated diagonally across the street from the main jail facility. This former wholesale house was converted into professional offices early in the 1980s using preservation tax credits. It has recently undergone another adaptive reuse into a corrections facility containing 156 non-violent offenders on the upper three floors and offices for corrections personnel on the first floor.

LAND USE INVENTORY

Source: Division of Planning 1987 Mile Square Parking Study

<u>TYPE OF FUNCTIONS</u>	<u>TOTAL SQUARE FEET</u>
Office	984,384
Retail	392,246
Restaurant/Pub	214,781
Hotel	180,770
Storage	119,877
Other	101,430
Residential	96,000
Public	14,000
Financial	12,680
Vacant	415,705



OFFICE SPACE INVENTORY

Source: Indiana Business Journal Showcase. 2nd quarter 1990

<u>ADDRESS</u>	<u>LEASABLE SQUARE FOOT</u>	<u>PERCENT OCCUPIED</u>
247 S. Meridian St.	30,000	40 %
Business Furniture Corp. 101 S. Pennsylvania St.	62,500	100 %
Century Building 36 S. Pennsylvania St.	148,000	99 %
Chesapeake 105 S. Meridian St.	111,000	100 %
Conrail 31 E. Georgia St.	200,000	80 %
Harness Factory Lofts 30 East Georgia	7,500	33 %
Majestic 47 S. Pennsylvania St.	64,000	84 %
Meridian Row 201, 207, 211, 215 S. Meridian St.	106,000	8 %
Morrison Opera Place 47 S. Meridian St.	45,700	66 %
One Jackson Square 233 S. McCrea	50,000	66 %
Station Place 200 S. Meridian	<u>100,000</u>	<u>N/A</u>
Total square feet	924,700	Average occupancy rate 67.6 %

EXISTING ZONING

The Wholesale District contains four different zoning districts; CBD-1, CBD-2, C-4, and I-3-U. This mixture of zoning districts has resulted in many types of permitted building uses and development standards. Below is a summary of what is allowable in each district per City zoning ordinances enforced in 1990 and subject to change:

CENTRAL BUSINESS DISTRICT 1

- Downtown activities of all types with wide variety of related land uses
- 100% lot coverage
- Unlimited building heights but subject to sky exposure plane controls
- Parking garage entrances limited to certain streets
- Off-street parking not required
- Off-street loading spaces required for buildings with more than 10,000 sq. ft. net floor area

CENTRAL BUSINESS DISTRICT 2

- Support uses for CBD-1 - less land use intensity than CBD-1
- Outdoor display and sales area permitted (not exceeding 25% of floor area unless auto display or sales)
- 100% lot coverage
- Unlimited building heights but subject to sky exposure plane controls
- Downtown-oriented off-street parking to locate in CBD-2
- Off-street parking required for uses outside area known as the Mile Square
- Off-street loading spaces required for buildings with more than 10,000 sq. ft. net floor area

C-4 COMMUNITY-REGIONAL COMMERCIAL DISTRICT

- Permits a complete range of retailing, personal services, shopping and durable goods establishments
- Permits indoor commercial amusement, recreation and entertainment.
- Permits most C-1 and C-3 uses
- Limited outdoor activities permitted
- Minimum frontage: 25 ft.
- 65 ft. building height maximum
- Yards: side-0 ft.; rear-0 ft.

I-3-U MEDIUM INDUSTRIAL URBAN DISTRICT

- Intermediate district located away from residential areas and buffered by lighter industrial districts
- Permits I-3-U uses, I-2-U uses, and some I-4-U uses (as accessory or incidental uses not exceeding 25% of the gross floor area) subject to I-3-U standards
- Entirely enclosed operations if within 300 ft. of a residential district boundary
- Outside storage-not to exceed 50% of gross floor area.
- Minimum frontage: 35 ft.
- Yards: side 10 ft.; rear 10 ft.

EXISTING SIGNAGE

Due to the fact that the Wholesale District contains a wide variety of business operations, it follows that a wide variety of signs exist. The types range from commemorative plaques and pole signs on the outside, to painted window signs and paper banners on the inside. The most prevalent types of exterior signs are projecting signs faced with plastic and wall signs made of wood. Retail stores, restaurants and taverns are the main users of these signs. Canopies and awnings are also popular. Canopies have been hung on eight buildings and awnings on six buildings.

Two establishments, among the Wholesale District's oldest, still maintain signs in the alley behind their businesses. One is a retail store at 111 S. Meridian and the other a wholesale house at 240 S. Meridian.

Remnants of signs from past Wholesale District business operations still exist. They are considered to be historically significant by this Plan if they are at least fifty years old. Most of these signs are painted on the exterior sidewalls of buildings and since they are sometimes barely visible today they are known as "ghost" signs. Another type of historic sign is one engraved into the facade of a building, usually the name of the building or the type of product. Two buildings have remnants of engraved signs that are barely visible.

Surface parking lots, and parking garages usually contain much signage. Incidental and identification signs that direct autos are plentiful, as are pole signs, which stand in half of the eighteen surface lots in the District. It should be noted that no building site possesses a pole sign.

Window signs are also popular. These are usually painted on the glass although the use of neon signs hung on the inside of windows is also popular. Neon signs can be seen in the windows of ten various establishments with one tavern utilizing six of them.

EXISTING SIGNAGE

A walking survey was completed by IHPC staff in March and April of 1989 in order to assess exterior signage. Below is a summary of the results:

TYPES OF SIGNS EXISTING IN THE WHOLESALE DISTRICT

<u>TYPE OF SIGN</u>	<u>NUMBER OF SIGNS</u>	<u>NUMBER OF LOCATIONS</u>
Alley	4	2
Awning	9	6
Banners (Advertising)	4	4
Canopy	9	8
Historic Engraved	8	7
Historic Ghost	13	11
Interior (painted on window)	25	17
Interior (neon, non-flashing)	22	9
Interior (neon, flashing)	1	1
Interior (paper)	1	1
Interior (plastic)	3	3
Incidental signs (parking lots)	41	13
National Register (metal plaque)	5	4
Projecting (backlit, plastic face)	11	10
Projecting (neon)	1	1
Projecting (wood)	1	1
Pole (parking lots only)	10	5
Wall (glass)	2	2
Wall (plastic individual letters)	4	2
Wall (metal)	5	4
Wall (wood)	24	16
Wall (plastic)	7	2
Wall plaque (metal)	9	8
Wall (metal individual letters)	4	4
Buildings without signs	N/A	2

HISTORIC SIGN INVENTORY

<u>ADDRESS</u>	<u>WALL LOCATION</u>	<u>CONTENT</u>
HISTORIC "GHOST" SIGNS		
102 S. Delaware	West	"KO-WE-BA Co."
29 E. Maryland	South West	"29 E. Maryland St." "Hatfield Paint Company, Inc."
231-35 McCrea	East	"\$1.50 to \$2.50 Single \$2.50 to \$4.00 Double Weekly Rates"
110 S. Meridian	North	"Hibben Hollweg & Co. Wholesale Dry Goods"
124 S. Meridian	South	"Hardware"
247 S. Meridian	South	"Taylor Belting Co." (three signs with this wording)
372 S. Meridian	North	"Tremont House"
101 S. Pennsylvania	West	"C.A. Schrader"
133-35 S. Pennsylvania	South	"Wides Bros. Wholesale Dealer"
138 S. Pennsylvania	North	"The Standard Metal Co."
HISTORIC SIGNS INTEGRATED INTO THE FACADE		
30 E. Georgia	South	"John W. Murphy Building 1910"
127 S. Illinois	West	"Braden"
135 S. Illinois	West	"Est. 1883" "Louis G. Deschler" "Wholesale and Retail Cigarist" "Cigars & Tobaccos"
238 S. Meridian	North East	"Jackson Place" "S. Meridian St."
36 S. Pennsylvania	West	"Century Building"
47 S. Pennsylvania	South & West	"Majestic"
REMNANTS OF HISTORIC SIGNS INTEGRATED INTO THE FACADE		
101 S. Pennsylvania	West	"C.A. Schrader"

EXISTING EXTERIOR BUILDING CONDITIONS

A walking survey of exterior building conditions, as seen from the street, was conducted in June 1989 by IHPC staff. The results show a large majority of the buildings are in sound condition.

Specifically, of the 49 buildings located in the district (excluding parking garages); 37 (76%) are in sound condition, 7 (14%) require minor repair and 5 (10%) require major repair. The following is a building by building breakdown:

Sound. Buildings that contain no serious defects and require no treatment outside of normal maintenance:

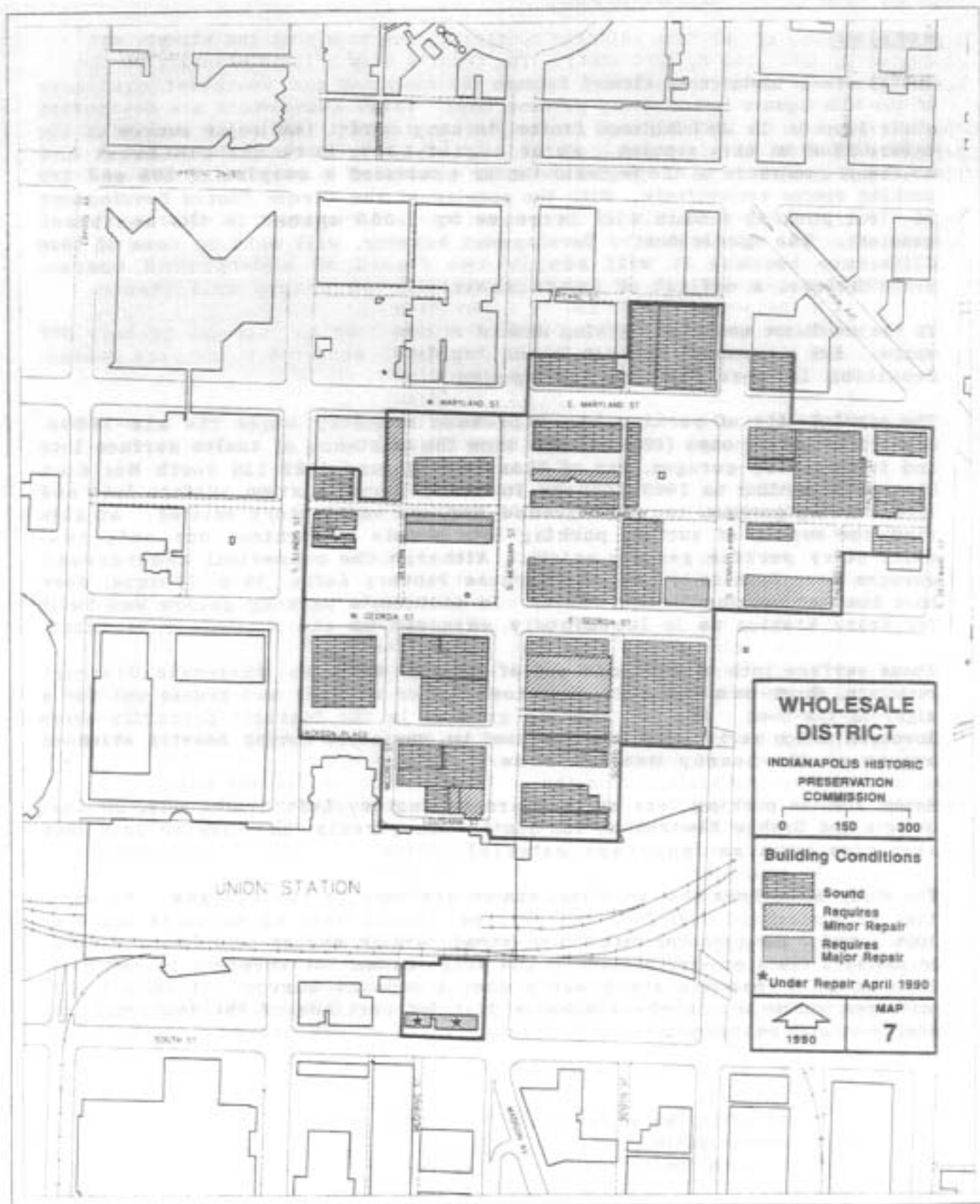
102 S. Delaware	201 S. Meridian
118 S. Delaware	206-14 S. Meridian
124 S. Delaware	216 S. Meridian
128 S. Delaware	219 S. Meridian
32 E. Georgia	225 S. Meridian
43 W. Georgia	231 S. Meridian
117 S. Illinois	235 S. Meridian
127 S. Illinois	238 S. Meridian
133 S. Illinois	240 S. Meridian
135 S. Illinois	247 S. Meridian
29 E. Maryland	248 S. Meridian
231-35 S. McCrea	255-57 S. Meridian
47 S. Meridian	36 S. Pennsylvania
105 S. Meridian	47 S. Meridian
110 S. Meridian	101 S. Pennsylvania
117 S. Meridian	107-11 S. Pennsylvania
118 S. Meridian	121 S. Pennsylvania
141-45 S. Meridian	230 S. Pennsylvania
200 S. Meridian	

Requiring Minor Repair. Buildings that contain one or more minor defects which can be corrected through normal maintenance. Defects are related to the structural components visible from the exterior and do not include paint blistering or lack of paint over limited areas on good weather-tight surfaces.

8 W. Louisiana	111 S. Meridian	135 S. Pennsylvania
10-14 W. Louisiana	207-09 S. Meridian	
25 W. Maryland	215 S. Meridian	

Requiring Major Repair. Buildings that contain one or more major defects over a widespread area that are uncorrectable through normal maintenance. Buildings in this category require major rehabilitation or rebuilding of exterior, structural components. (Several minor defects does not place a building into the major repair category):

122 S. Meridian
124 S. Meridian
372 S. Meridian (major repair in progress)
138 S. Pennsylvania
18-22 W. South (major repair in progress)



PARKING

The Wholesale District is divided between the southeast and southwest quadrants of the Mile Square (see existing parking map). These quadrants are designated study areas in the 1987 Regional Center Parking Study, the major source of the information in this section. As of August 1987, both the southwest and southeast quadrants of the Regional Center possessed a surplus of 178 and 223 parking spaces respectively. With the opening of the Circle Centre Development in 1993, parking demand will increase by 5,000 spaces in the southeast quadrant. The Circle Centre Development however, will make up some of this difference because it will supply two floors of underground spaces. Nevertheless, a deficit of approximately 1,700 spaces will remain.

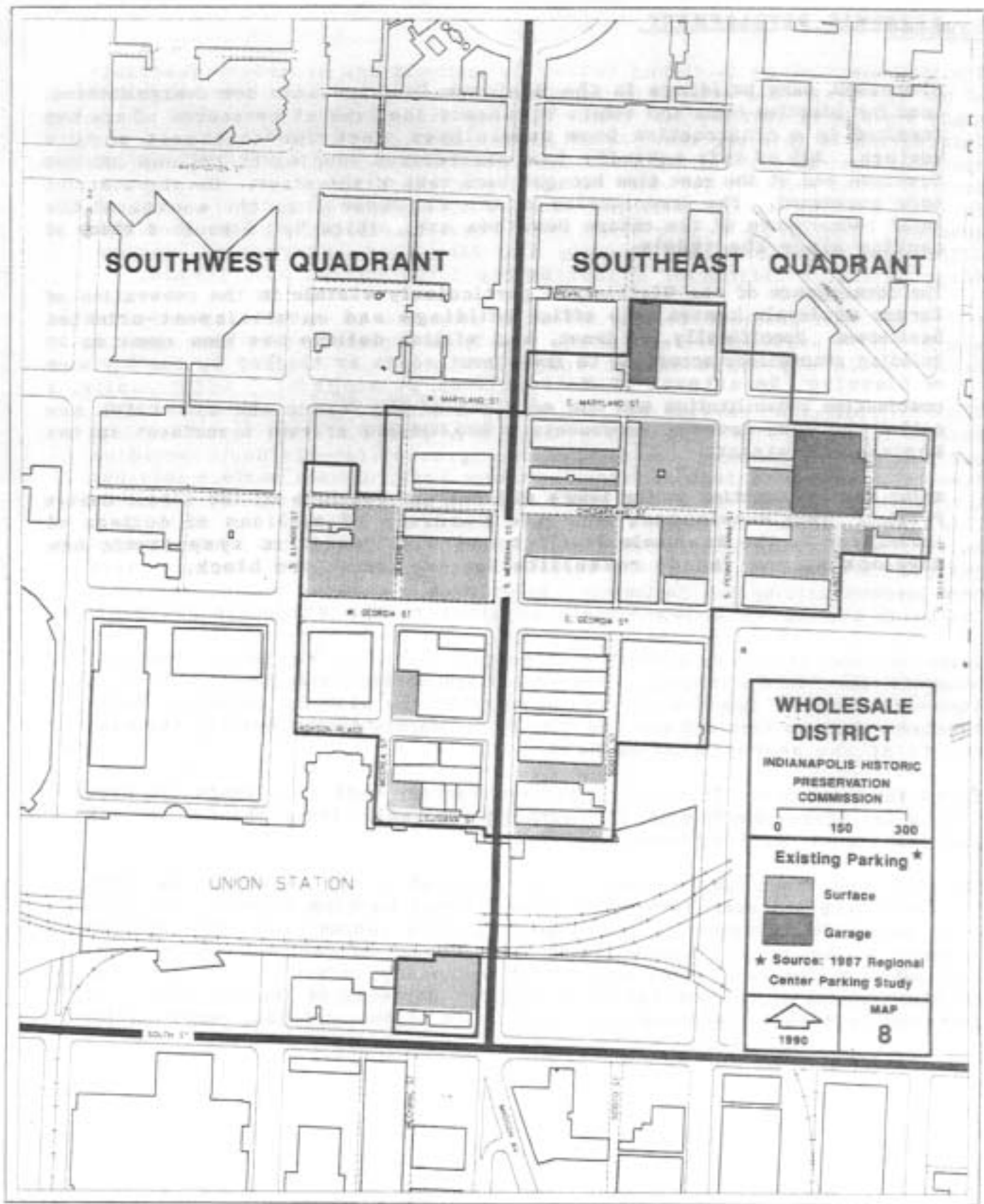
In the southeast quadrant, parking demand is projected to increase by only 377 spaces. But a projected increase in the supply is expected to outpace demand, resulting in more than enough spaces.

The availability of parking has increased steadily since the mid-1950s. Sanborn Insurance maps (1954 edition) show the existence of twelve surface lots and two parking garages, one of them underground (121-129 South Meridian Street). According to 1969 Sanborn Insurance maps, sixteen surface lots and three parking garages, two underground and one multi-story existed. At this time, the supply of surface parking lots stands at eighteen but only two, multi-story parking garages exist. Although the commercial underground garages have been filled in, the Harness Factory Lofts, 30 E. Georgia, does have basement parking for its tenants. In addition, a parking garage was built for Union Station as is immediately adjacent to the Wholesale District.

These surface lots serve a mixture of people, such as Wholesale District residents, short-term shoppers, downtown office workers and people out for a night-on-the-town. The two parking garages in the District primarily serve downtown office workers and are also used by spectators during heavily attended events at the nearby Hoosier Dome.

Except for the parking lots at the Harness Factory Loft Apartments, 30 East Georgia and Graham Electronics, 133 South Pennsylvania, the parking lots lack amenities such as landscape material.

The study also shows that on-street spaces are used to the maximum. As such, they were occupied over 100% of the time (illegal parking accounts for over 100% usage). The turnover rate for on-street parking spaces near Union Station is nearly 8 times per day because of the large amount of shoppers in the area. Included in the parking study was a spot occupancy survey. It showed that off-street spaces within the Wholesale District portions of the southeast and southwest quadrants possessed occupancy ratio of 86% and 92%, respectively.



ECONOMIC DEVELOPMENT

Since 1980, many buildings in the Wholesale District have been rehabilitated, some for adaptive reuse and others to enhance the present operation. This has resulted in a construction boom unparalleled since the early part of this century. All of this activity has revitalized the southern edge of the Downtown and at the same time brought back some of the street life the District once possessed. The resurrection of the Wholesale District is part of the total reemergence of the entire Downtown area, which had been in a state of decline since the 1960's.

The reemergence of the District is particularly visible in the renovation of former wholesale houses into office buildings and entertainment-oriented businesses. Specifically, at least, 37.3 million dollars has been spent on 20 building renovations according to investment costs as tracked by the Division of Planning, Department of Metropolitan Development. Additionally, a combination rehabilitation and new addition at the former Atkinson Hotel, now called the Omni-Severin, represents a \$40,000,000 private investment in the Wholesale District.

Major new construction in the 1990's will come in the form of the Circle Centre Project. This development will add hundreds of millions of dollars of investment to the Wholesale District and will result in sympathetic new development and facade rehabilitation on one entire block.

V. WHOLESALE DISTRICT PRESERVATION OBJECTIVES



BUILDING OBJECTIVES (Existing and New Construction)

1. Retention of historic buildings.
2. Preservation and restoration of historic elements.
3. Rehabilitation and renovation of existing buildings in a manner sensitive to historic character.
4. New design that is compatible with and enhances the unique architectural and historic character of the district.

LAND USE OBJECTIVE

A variety of land uses that are compatible with the existing buildings and complimentary to the unique architectural and historical characteristics of the Wholesale District.

PUBLIC AMENITY OBJECTIVE

An attractive and comfortable environment with public amenities that will reinforce the unique architectural and historical characteristics of the Wholesale District.

PREVIOUS PAGE: Hotel Spink at McCrea Street & Jackson Place on October 17, 1924.
Indiana Historical Society Library.
Bass Photo Collection #88472.

VI. RECOMMENDATIONS



PREVIOUS PAGE: View of the west side of 100 block of South Delaware Street,
"Commission Row," on September 26, 1905.
Indiana Historical Society Library,
Bass Photo Collection #5144.

VI. RECOMMENDATIONS

LAND USE/ZONING RECOMMENDATIONS

Four different zoning districts comprise the Wholesale Historic District: CBD-1, CBD-2, C-4 and I3U. They combine to allow a wide variety of land uses that include such diverse uses as apartments, manufacturing, retailing and wholesaling.

CBD-1 and CBD-2 zoning districts cover most of the Wholesale District. For the most part, the permitted uses and development standards in these districts are appropriate to meet the land use objective of the plan.

The C-4 and I3U zoning districts are less appropriate for meeting the plan's land use goal. Although, C-4 includes a variety of appropriate permitted uses such as theaters and nightclubs, it also includes such inappropriate uses as drive-in restaurants and strip shopping centers. Similarly, although some C-4 development standards are ideal for the district, (i.e., the 65-foot height limit) others are inappropriate, such as parking requirements that require suburban style parking lots.

Similarly, the I3U zoning district permits inappropriate land uses such as machine welding and tool and die shops. I3U also possesses inappropriate development standards such as required front yard setbacks of 35 feet and other setbacks that prevent 100% lot coverage.

The following recommendations address the unique zoning needs of the Wholesale District within the existing zoning classifications:

- 1) Maintain CBD-1 and CBD-2 zoning where it currently exists.
- 2) Support rezonings of C-4 and I3U districts to CBD-2. Until such time, encourage the location of CBD-2 permitted land uses that are consistent with the goals and design standards in this plan.
- 3) Encourage office, housing, retail, entertainment-oriented, hotel, service and commercial establishments and similar activities. This variety of land uses will maintain and increase the level of street activity and encourage an "around-the-clock" presence of people.
- 4) Encourage land uses that are pedestrian-oriented and do not require severe alterations to historic structures in order to accommodate autos and trucks.
- 5) Discourage the elimination of on-street loading areas, so as to support the continued operation of businesses.

PARKING RECOMMENDATIONS

It is recognized that off-street parking is a necessity of modern life and must be accommodated to some degree in the Wholesale District. These recommendations serve to minimize the negative effects of accommodating parking and the effects of any new parking facilities:

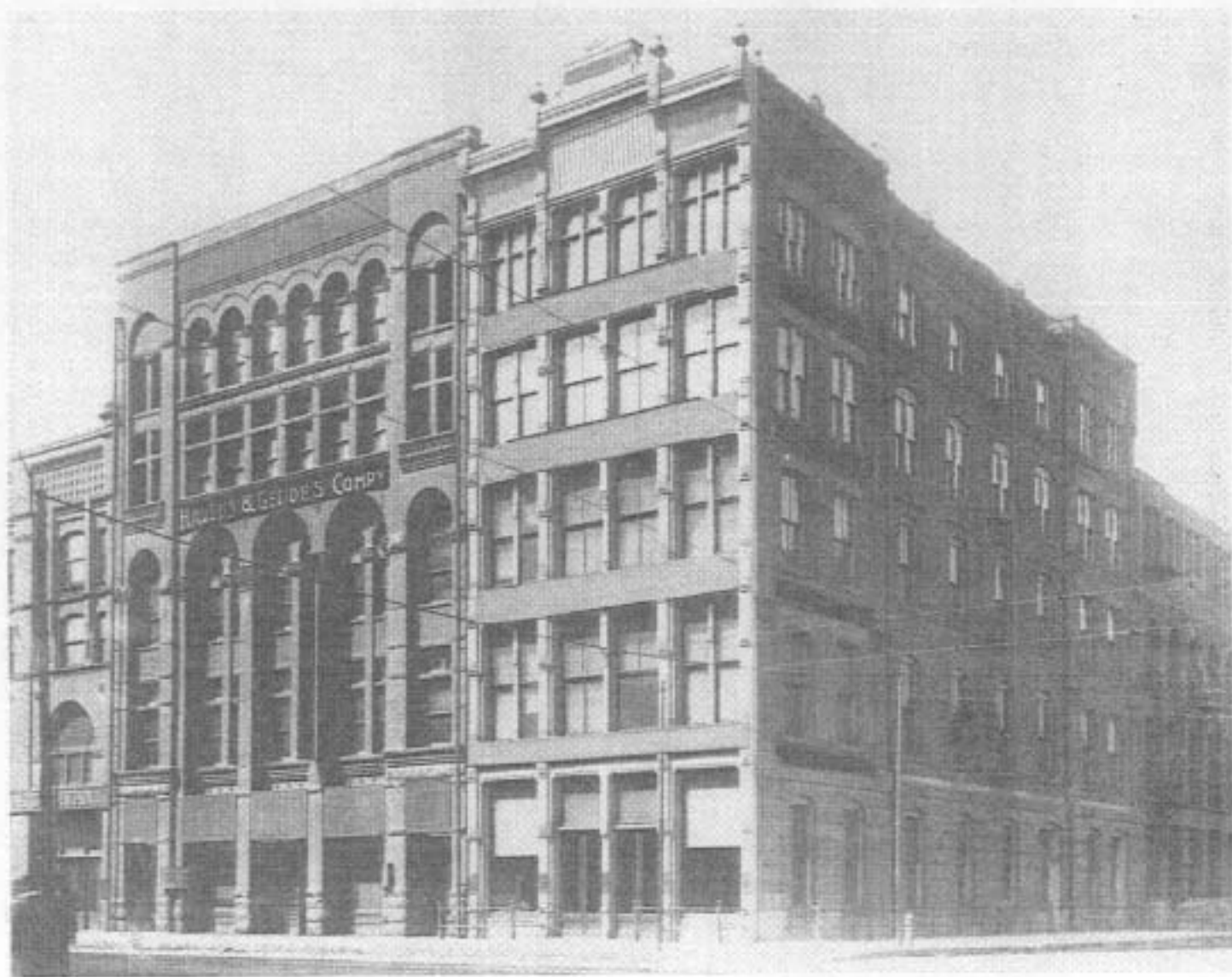
- 1) Historic buildings should not be demolished for parking facilities.
- 2) Discourage the construction of speculative parking facilities in the Wholesale District.
- 3) Encourage the use of shared parking facilities to meet the parking needs of the district.
- 4) Encourage the use of out-of-district parking facilities to meet the parking needs of the district.
- 5) Encourage the inclusion of parking within the structure of large scale new construction so as to reduce the need for external parking within the district.
- 6) Promote the location of parking facilities at the interior of the block, hidden from the street and with little or no street frontage.
- 7) Promote the construction of underground parking facilities.
- 8) Promote the inclusion of street level retail or office space in any new, parking garages with street frontage, especially those in heavily traveled pedestrian areas.
- 9) Discourage new curb cuts on all streets.
- 10) Encourage employers to promote use of public transportation and the City's ride sharing program.

ALLEY USE RECOMMENDATIONS

Retention of the existing historic grid system of alleys and alley-like streets is important. They have long provided access and shaped the physical character of the Wholesale District. However, if their traditional function is changed or altered in any way the new use should be sympathetic to their historic use and character. The following are recommendations to encourage proper use of the alley system:

- 1) Maintain alley access for businesses that possess loading facilities at the rear of their buildings.
- 2) Preserve alley access for easier pedestrian movement and existing parking facilities.
- 3) Preserve the alley system to prevent the development of full blocks, thereby promoting smaller developments more in scale with the district.
- 4) Retain the open character of the alley system if an appropriate reuse is found.

VII. ARCHITECTURAL & DESIGN STANDARDS



PREVIOUS PAGE: McKee Building and D.P. Erwin & Co. Building,
200 block of South Meridian Street, circa 1913.
Indiana Historical Society Library,
Bass Photo Collection.

VII. ARCHITECTURAL & DESIGN STANDARDS

INTRODUCTION

The Wholesale District Design Guidelines have been developed as a guide for work to be done within the designated area. Its purpose is not to dictate what can or cannot be accomplished within the area, but rather to guide and assist individuals in their renovation and construction plans.

The enclosed information includes suggestions that will help to preserve the historic character of the district. The area is distinctive in nature and the intent is not to recreate what existed in the early 1900's, but to preserve the historical significance of the district.

The guidelines have been developed with a systematic process in mind, one that reinforces the maintenance of the district's historic character. The guidelines present a philosophy that encourages preservation of existing historic elements and minimal change. It then suggests that more significant changes be undertaken only as the circumstances require. The suggested approach, which should be applied to all construction in the district, is as follows: documentation, maintenance, restoration, reconstruction, renovation, and contextual new construction.

NOTE: BEFORE RECEIVING ANY PERMITS OR UNDERTAKING ANY WORK TO OR ON THE EXTERIOR OF A BUILDING AND THAT CONSTITUTES CONSTRUCTION, RECONSTRUCTION, ALTERATION, DEMOLITION OR OTHERWISE IS INCLUDED IN THESE STANDARDS, A CERTIFICATE OF APPROPRIATENESS OR AUTHORIZATION FROM THE INDIANAPOLIS HISTORIC PRESERVATION COMMISSION MUST BE ISSUED.

1. Documentation

If any exterior renovation to a building is considered, the first step is to understand the building's historic appearance. Unless the building has been unchanged over the years, the best way to document its historic appearance is through photographic research. Historic photographs of many of the wholesale district buildings may be obtained through the IHPC, the Indiana division of the Indiana State Library or the Indiana Historical Society Library.

Also, on-site investigation of the building by someone with expertise in historic architecture can often uncover much information. The IHPC staff is available to assist with this type of investigation.

2. Maintenance

Maintenance involves the continued use of existing materials and building elements. The suggested approach for continuous maintenance of an historic building is to preserve and repair as much of the original historic

material as possible (visible from the exterior). Replacing the original brick, windows, cornice, etc., with new materials is not considered maintenance.

3. Restoration

Restoration is the returning of a building to an earlier condition and appearance. Usually the building has lost some original integrity due to severe deterioration or alterations that have occurred over the years. If restoration is planned, as much of the original material should be retained as possible. Brick, windows or other historic elements that have been damaged over the years should be repaired and restored to their original appearance. Replacement should be strictly limited.

4. Reconstruction

Reconstruction is the total replacement of original historic materials or elements that are missing or damaged beyond restoration. In such cases, the preference is to replace the damaged or missing materials with like materials. If this is not feasible, then substitute materials may be considered, provided the final appearance maintains that of the original.

5. Contextual New Construction

Contextual New construction refers to the following:

Construction of a new building where an historic building is missing

Construction of an addition to a new building

Reconstruction on a major missing element on an historic building (such as a store front or cornice) when the original design is unknown.

New construction can take many forms but an attempt should be made to respond to the surrounding historic character of the district, including building mass, proportion of windows to wall area, type of cornice details, division of window panes and arrangement of storefront windows. All of these elements can be used as a guide to show how new materials may be used within this building.

REHABILITATION GUIDELINES

INTRODUCTION

The guidelines in this section are based on the concepts delineated in the Introduction section. They are meant to indicate approaches to rehabilitation that are generally considered appropriate for historic buildings in the Wholesale District. Of course, each building is unique and rehabilitation must be reviewed on an individual basis.

Secondary Area

It is recognized that a memorandum of agreement with the Advisory Council on Historic Preservation may be in effect with respect to the property in the Secondary Area. In the event that such a document is properly executed and in effect, any rehabilitation guidelines contained therein shall be recognized by this plan as applicable within the affected Secondary Area.

DOORS

Two primary elements contributing to a building's character are its doors and windows. In most cases, original doors are most appropriate and should be retained whenever possible. However, if replacement of existing doors is necessary, avoid residential styles or doors without openings or panels. Doors with attractive hardware, (i.e. brass pulls and kickplates) may also be used. In some instances, a door consisting of an aluminum frame with all glass is appropriate. When selecting a replacement door, choose an unobstrusive frame and avoid styles that evoke an era pre-dating the building and/or the district. Avoid Early American or Colonial style doors or those that relate to the history of other areas (i.e. New England, Old English, Wild West, etc.). Use one which emphasizes vertical proportion by use of panels or windows. It is important that doors fit within the existing opening and, whenever possible, transoms should be retained.

WINDOWS

Retain original windows whenever possible. It is often less expensive to repair the original fabric than to replace the material entirely. If total replacement is necessary, similar materials should be used. Do not change the original shape, size, dimensions, design, and pattern created by the windows.

When selecting storm windows avoid choosing ones that change the size, shape or design of the original window. The storm window frame may be wood or metal and must be prefinished or paintable. Avoid using clear aluminum frames and reflective glass.

REHABILITATION GUIDELINES

HANDICAPPED ACCESS

It is recognized in this plan that there is a need to accommodate the accessibility needs of people with physical disabilities. In doing so, there will occasionally need to be alterations or additions that would otherwise not be considered appropriate (i.e. ramps, special handrails, extra openings, etc.). In order to appropriately design such elements, the following guidelines should be followed:

- 1) the new element or alteration should have as little visual impact on the historic character of a building as possible,
- 2) care should be taken to not cover significant architectural details or to damage historic materials, and
- 3) any change should be made in such a way that its effect is reversible.

The American National Standard ANSI A117.1 clearly defines the specifications for making any building safe and usable for physically handicapped persons.

ALTERATIONS AND ADDITIONS FOR NEW USE

The following information outlines various recommendations for alterations and additions for new building uses. These guidelines specifically address such issues as roof, window, and entrance alterations.

ROOFS

Install mechanical and service equipment (such as condensers, transformers, or solar collectors) on the roof where they are inconspicuous from view from the public right-of-way and do not damage or obscure character-defining features.

Design additions to roofs (such as penthouses, storage spaces, elevator housings, decks and terraces, dormers and skylights) so they are inconspicuous from view from the public right-of-way and do not damage or obscure character-defining features.

REHABILITATION GUIDELINES

ENTRANCES AND PORCHES

Repair entrances and porches by reinforcing the historic materials. Repair will generally include the limited replacement of deteriorated or missing parts of repeated features where there are surviving prototypes. This includes balustrades, cornices, entablatures, columns, sidelights, and stairs. If necessary, use compatible substitute materials.

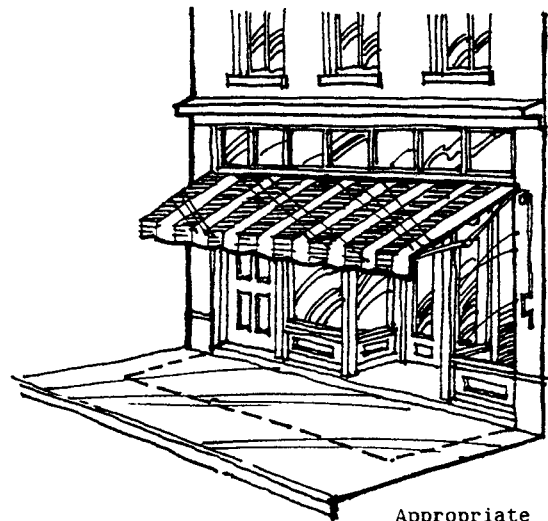
Replacement of an entire entrance or porch is appropriate if it is too deteriorated to repair. If the form and detailing are still evident, use the physical evidence to guide the new work. If the same kind of material is not available or is neither technically nor economically feasible, then a compatible substitute material may be considered.

CANOPIES AND AWNINGS

Awnings and canopies are used for both visual and functional purposes. The main points to address are shape, material, proportion, color, and alignment. The material and shape should relate to the facade configuration and should reflect the storefront proportions. The appropriate colors are those that reinforce the facade and the existing signage color schemes. Awnings and canopies may be a place to display signage (refer to Signage Guidelines.)

It is important that awnings not cover significant architectural details of a structure. When considering materials, a metal frame covered with a weather-treated canvas or vinyl material is usually most appropriate. Aluminum or suspended fixed metal canopies are not recommended because they detract from the visual quality of a building. Back-lit awnings should also be avoided.

Awnings should not be obtrusive in the street scope. It is important not to block the view of major landmarks, such as the Monument within the downtown area.



REHABILITATION GUIDELINES

PAINTING, CLEANING, AND OTHER SURFACE TREATMENTS

Historic commercial buildings are often constructed of brick and stone, and decorated with terra-cotta and metal. These building materials become soiled and may lose the richness originally intended. Cleaning the facade may help to enhance the detailing of historic buildings. Such cleaning should always be preceded by testing various methods in inconspicuous areas. The least abrasive method should be considered first. There are various methods of cleaning, including water, steam, chemical and abrasive blasting. Water with mild detergent is the most recommended method. Caution should be exercised if pressure is used because water penetration may occur and interior damage may develop.

Abrasive sandblasting and similar techniques are destructive to masonry and wood materials by actually removing surface materials. This method can result in removal of the protective glaze on brick and the loss of mortar from masonry joints. These abrasive methods should always be avoided on masonry and wood. However, sandblasting can be successfully used to clean cast iron.

Chemical cleaners can have similar effects to sandblasting if not used properly. Chemical methods should always be tested in inconspicuous areas to make sure their application does not damage historic materials.

Leave historic brick and stone unpainted, if possible. If brick has previously been painted, it might be appropriate to repaint it. Stripping of paint is possible but should be accomplished only after careful testing of the proposed method.

When selecting paint colors, use a scheme that coordinates with the entire building facade and nearby structures. Colors should be compatible with the nearby area. Consider muted colors for background and strong colors for accents. Three colors are recommended; a base, trim, and accent.

Large wall murals that are painted on a structures surface but do not provide signage are considered to be alterations to a structures surface and are subject to the same standards as the painting of any surface.

REHABILITATION GUIDELINES

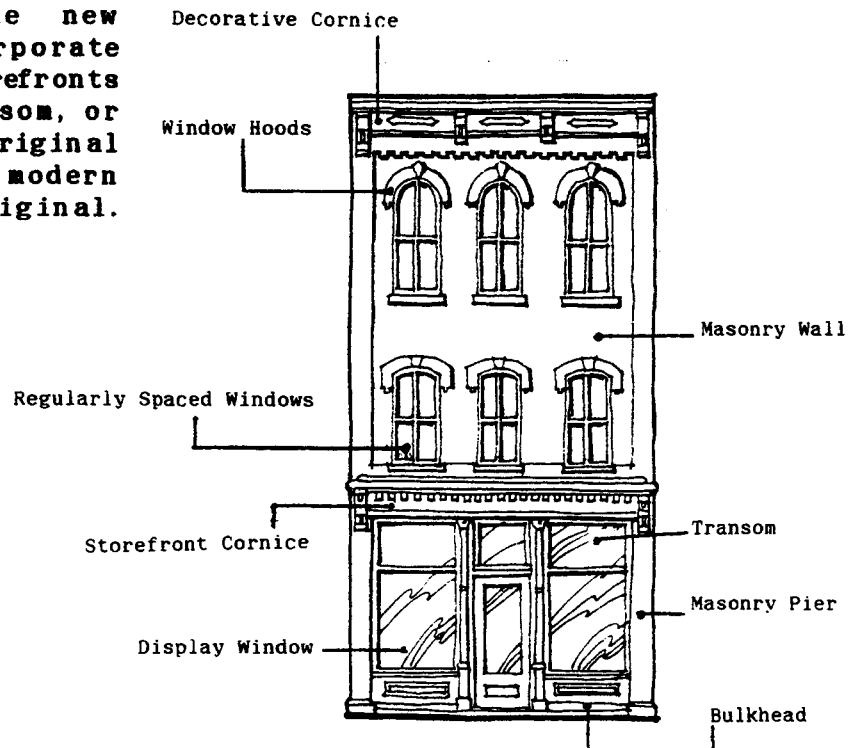
STOREFRONTS

During the renovation or reconstruction of a storefront, the original proportions, dimensions, and elements should be maintained. Details used in "strip commercial" areas do not relate well to historic areas and should be avoided. Also, do not disrupt the visual order of the city block by locating the storefront back from the sidewalk. Storefronts should be placed in a uniform manner along the block.

The existing lintel and support walls (or piers) define the area for the storefront. The storefront should be contained within the defined frame. If covered, the lintel or support walls should be uncovered to reestablish the storefront area. If possible, retain the original proportions of the new storefront elements or incorporate traditional details in modern storefronts by way of display windows, transom, or kickplates. If evidence of the original storefront does not exist, use a modern design that complements the original.



Storefronts are not set back from the Sidewalk



REHABILITATION GUIDELINES

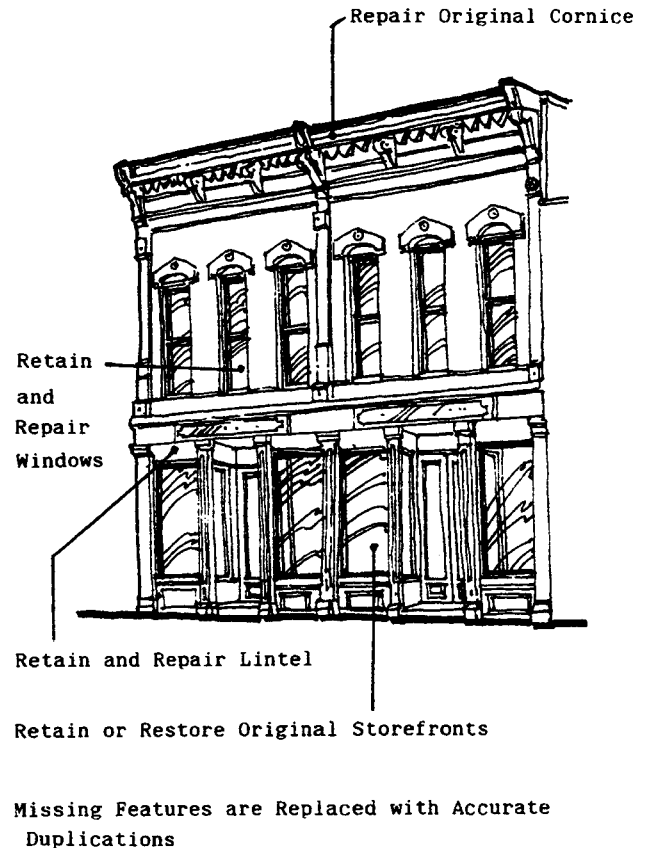
ORNAMENTATION, CORNICES, DECORATIVE DETAILS

Preserve any original ornamentation. In some instances, ornamental details may have been covered. In those cases, minimum work is usually required to reveal the original details. If an original cornice is evident, restore the piece. A missing cornice might be reconstructed from photo documentation of the original or a simplified version may be designed. The cornice establishes a visual order to the block and helps to add balance to the facade.

Replicate historic ornamentation only if documentation of the original detail exists. If portions of ornaments are present, copies can be made. Historic photographs may be reviewed in order to copy a specific detail. Do not create a false historic ornamentation foreign to the structure. If new materials are needed, use those with the same characteristics as the original. Never cover the original fabric of a building.

SECURITY

When considering security devices, refrain from selecting those that detract from the character of the building or the surrounding area. Use lighting and alarm systems but avoid using permanently fixed bars or materials that obstruct doors and windows. If a physical barrier is necessary, consider interior rolling grilles that can be pulled down at inoperative hours and reopened during business hours.



REHABILITATION GUIDELINES

REAR AND SIDE FACADE TREATMENT

By developing rear entrances, the back facade can serve for more than just deliveries. A rear entrance can provide direct customer access to a store from parking areas. The rear facades of many alley buildings can be rehabilitated very easily. Cleaning, painting and general repair of windows, doors and loading docks can provide a measurable improvement in appearance. When creating a rear entrance, it is possible to use signs to identify the store and welcome customers. (Refer to signage guidelines.)

Traditional service functions of loading, unloading and trash disposal will need to be continued in many alleys. To avoid the clutter of trash bins, screen walls and storage bins can be designed to partially or completely screen trash. They can open from the front or side to allow for each trash pickup. Several owners may find it convenient to establish a central location for the collective storage and pickup of trash. Again, the centralized area should be visually screened. (Refer to Public Space and Infrastructure guidelines.)

NEW OPENINGS IN BLANK SIDEWALLS

Sidewall areas with decorative and finished details in the same manner as the buildings' front facade. In many cases, sidewalls prove to be excellent areas for color and graphic use, however, billboards are not allowed on these areas (Refer to signage guidelines).

New openings may be considered in previous "party walls". However, the Indiana State Uniform Building Code restricts the location of such windows and should be consulted. Windows in "party walls" are considered as temporary since future development may occur on the adjacent site. If new openings are placed in these areas, they should be compatible with the overall design on the building. However, new openings should not replicate original openings on the building.

MASONRY REPAIRS

The most common deterioration problems affecting historic masonry buildings include blistering, spalling, exfoliation, flaking, peeling, efflorescence, and failure of masonry mortar joints. While it would be ideal to reference a repair or treatment for every deterioration problem, it should be realized that appropriate treatments must be determined on a case-by-case basis. The following information outlines various repair treatments for specific deterioration problems.

REHABILITATION GUIDELINES

MECHANICAL REPAIRS

Mechanical repair may be appropriate for use on the following kinds of deterioration: cracking, delamination, detachment, and exfoliation. Each of these problems merits a slightly different variation of mechanical repair. This treatment is defined as the use of cutting back, drilling, reinforcement pinning, and grouting methods to fasten together fractured masonry.

REPLACEMENT/PATCHING WITH LIKE OR COMPATIBLE SUBSTITUTE MATERIALS

Replacing missing, broken, cracked or otherwise deteriorated historic masonry units with a new piece of the same material is preferable to repair with a non-matching or synthetic material. Matching materials such as stone, terra cotta or brick should be utilized.

Once stone delamination or exfoliation has begun, there is no method to completely prevent further deterioration. If the degree of delamination is slight, it is best to leave the stone as it is. In some instances, however, there are several, primarily cosmetic, repair techniques that may be successful. If the block of stone is thick enough (and does not have decorative detailing), cut back the delaminating layers to sound solid stone. Another approach is to remove the delaminating stone and reinstall it on the facade with the reverse face out. If these techniques are not feasible, it may be necessary to replace the deteriorating stone with either matching stone or a stone-like substitute.

It is possible to patch individual stones with a cementitious mixture or cover the deteriorating stone facade with a stucco coating then scoring the surface to resemble blocks of stone. However, this should only be considered in cases where deterioration is severe and extensive. Individual masonry units, badly damaged or disfigured by chipping, erosion, or weathering, should be replaced with a matching masonry material, an appropriate substitute material, or patched with a cementitious mixture.

Spalling is usually caused by moisture entering the masonry unit from inside. Most often, the moisture comes from roof/eave problems or from foundation problems (rising damp). The first priority is to eliminate those problems. Depending on the cause and degree of severity of the spalling, there are a number of repair options. If the deterioration has not caused structural problems and the source of the problem has been solved, consider leaving the spalled areas alone. If deterioration is severe, the historic masonry can be replaced with natural stone or brick to match the original. In some cases, it might be appropriate for deteriorated masonry units to be patched with like or compatible substitute materials (such as cast stone or concrete).

REPOINTING/TUCKPOINTING

Repointing, or tuckpointing, is the partial removal of deteriorated mortar (one half to one inch in depth) from the joints of a masonry wall and the replacement of it with new mortar, finishing the joints with a profile to match the original. This procedure is completed by hand and should duplicate the original as closely as possible.

A soft, high-lime content mortar that is softer (measured in compressive strength) than the bricks or stone and no harder than the historic mortar should be used. Repointing mortar for many historic buildings should be composed only of lime, sand, and water. White portland cement may be substituted for up to 20% of the lime to achieve workability for plasticity without adversely affecting the most desirable qualities of lime mortar. It may also be necessary to add pigment, crushed shells or colored sand to achieve a mortar that resembles the original. It is best to have a masonry laboratory trace a sample of the mortar and analyze it for content in order to match the pointing mortar with the original.

NEW CONSTRUCTION GUIDELINES

INTRODUCTION

The new construction guidelines present design alternatives that will enable new buildings to blend appropriately into the historic Wholesale District. While this new contextual construction should harmonize with the existing character of the area, it should not replicate historic buildings. It should reflect design concepts of the period in which it is constructed. Many elements should be considered in the design of new construction including, height and proportion, alignment, facade composition, detailing, materials, color, and building setback.

Secondary Area

It is recognized that a memorandum of agreement with the Advisory Council on Historic Preservation may be in effect with respect to property in the secondary area. In the event that such a document is properly executed and in effect, any new construction guidelines contained therein shall be recognized by this plan as applicable within the affected Secondary Area.

CONTEXT

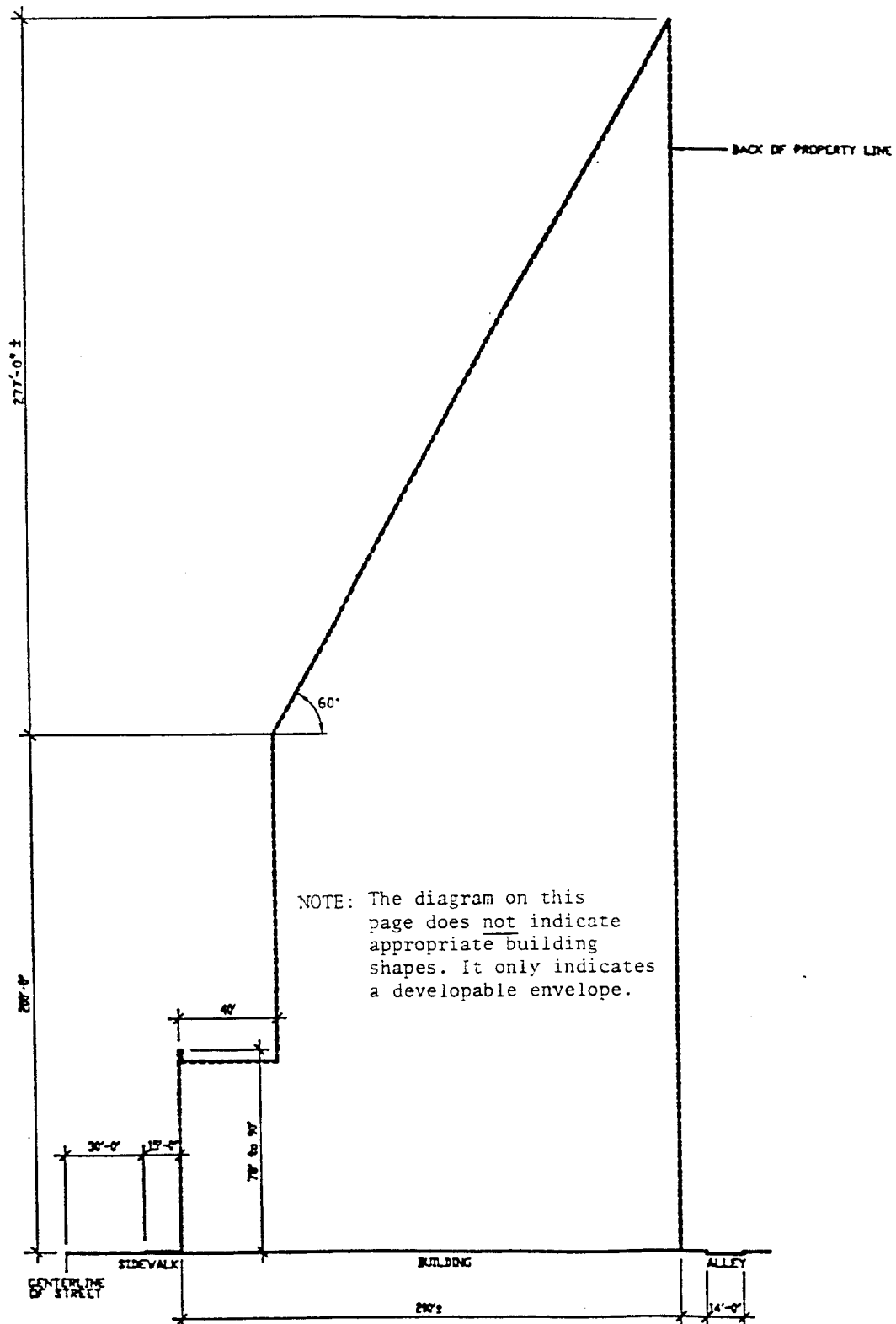
Every site for new construction possesses a unique context to which the new construction should compatibly relate. Where new construction is an addition to an historic building or is adjacent to historic buildings, its design should relate directly to the proportion, alignment and facade components of the adjacent buildings. Where new construction is not adjacent to historic buildings or is located so as to have little impact on historic buildings, its design should relate to the more general proportions, alignments and facade components in the area with less emphasis on relating to specific buildings. However, in all cases good design is desirable and encouraged.

HEIGHT AND PROPORTION

The proper height and proportion of new buildings in the Wholesale District varies slightly from block to block. To address the height and proportion of the new buildings, diagrams are included which graphically represent the allowable maximum massing and height of the new infill construction. The diagrams showing proposed heights and building volumes were derived from the city's skyplane and exposure ordinances for CBD-2 zoning classifications and were then altered to more closely respond to the existing buildings of the Wholesale District. Also included is a diagram which shows the allowable building heights for new construction which may occur in the area zoned C4 in the Wholesale District. This diagram was derived using the Commercial Zoning Ordinance of Marion County.

NOTE: The diagrams on the following pages do not indicate appropriate building shapes. They only indicate a developable envelope.

DIAGRAM 1



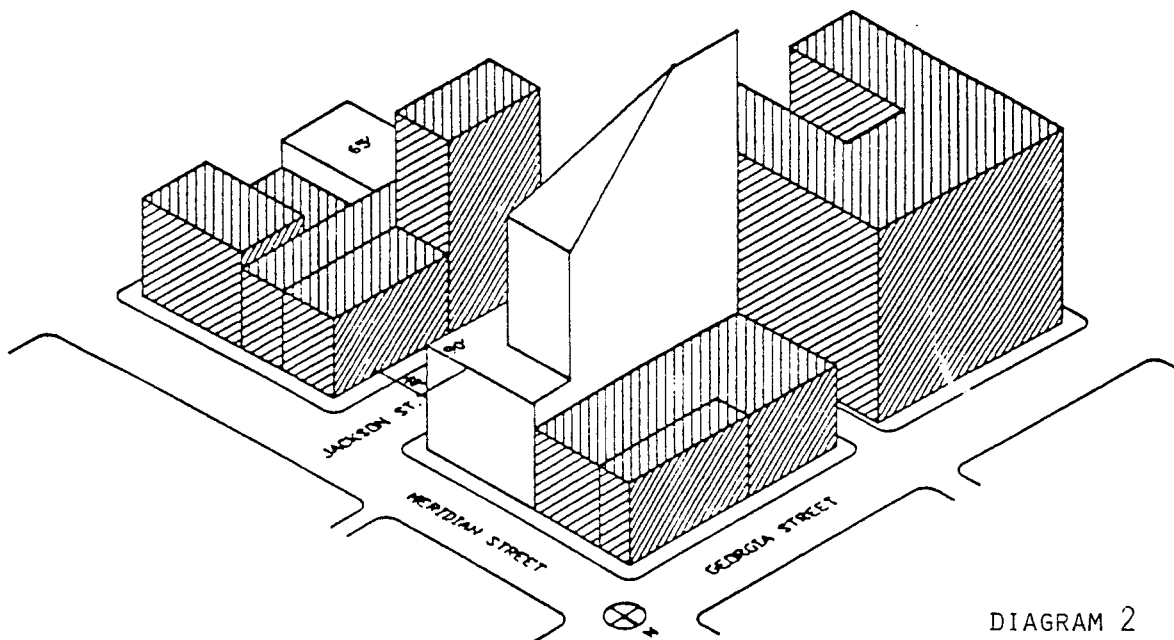
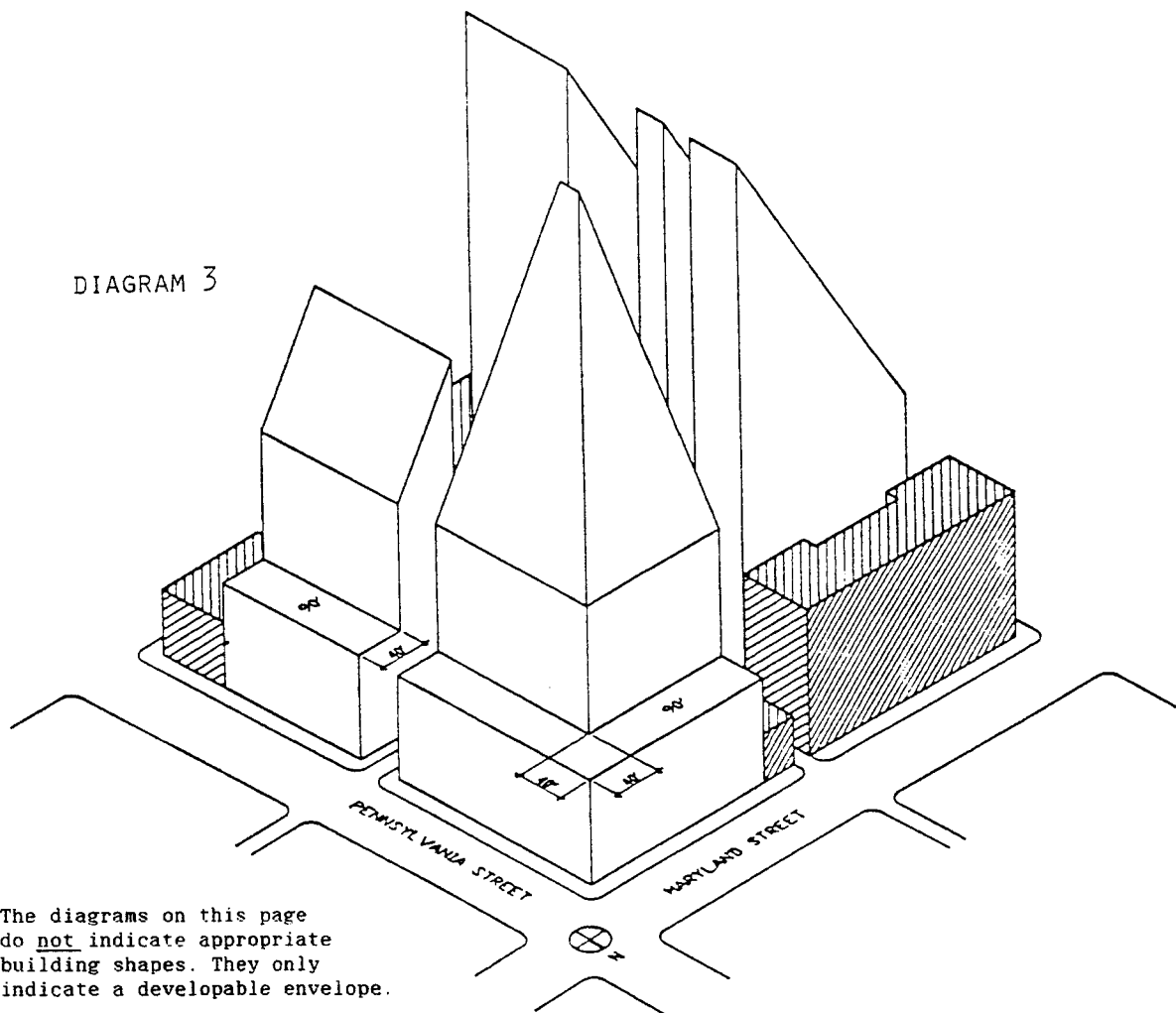


DIAGRAM 2

DIAGRAM 3



NOTE: The diagrams on this page do not indicate appropriate building shapes. They only indicate a developable envelope.

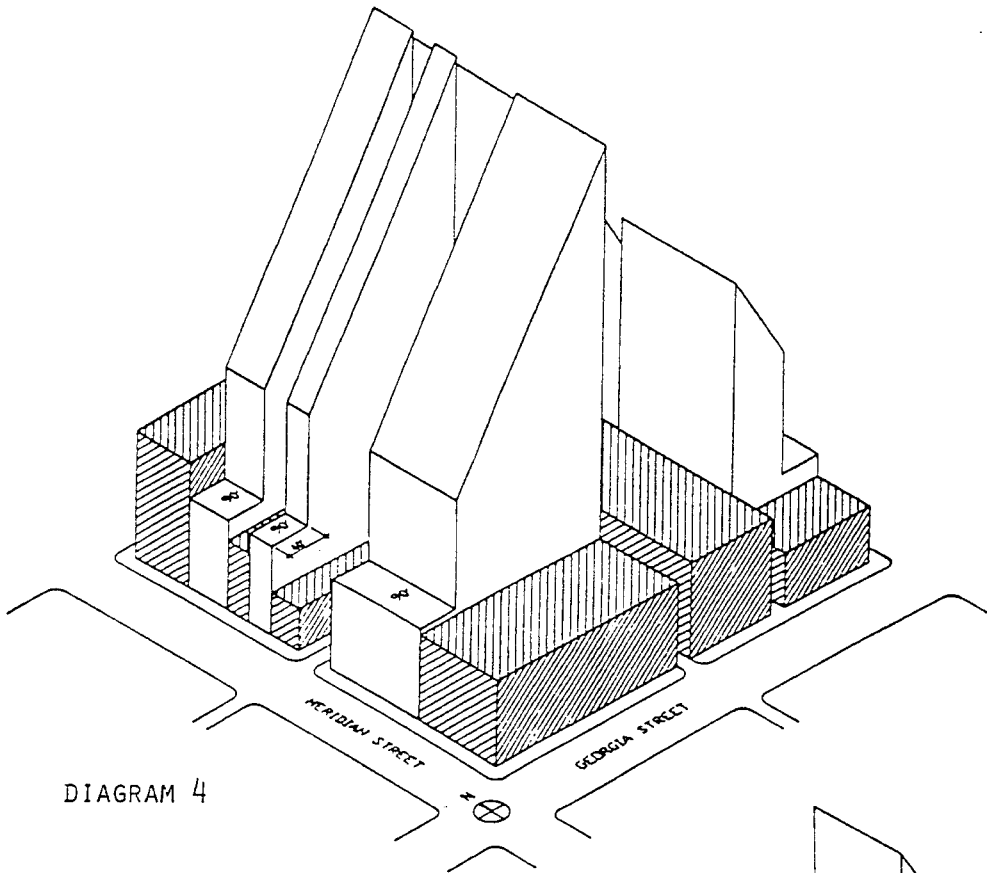


DIAGRAM 4

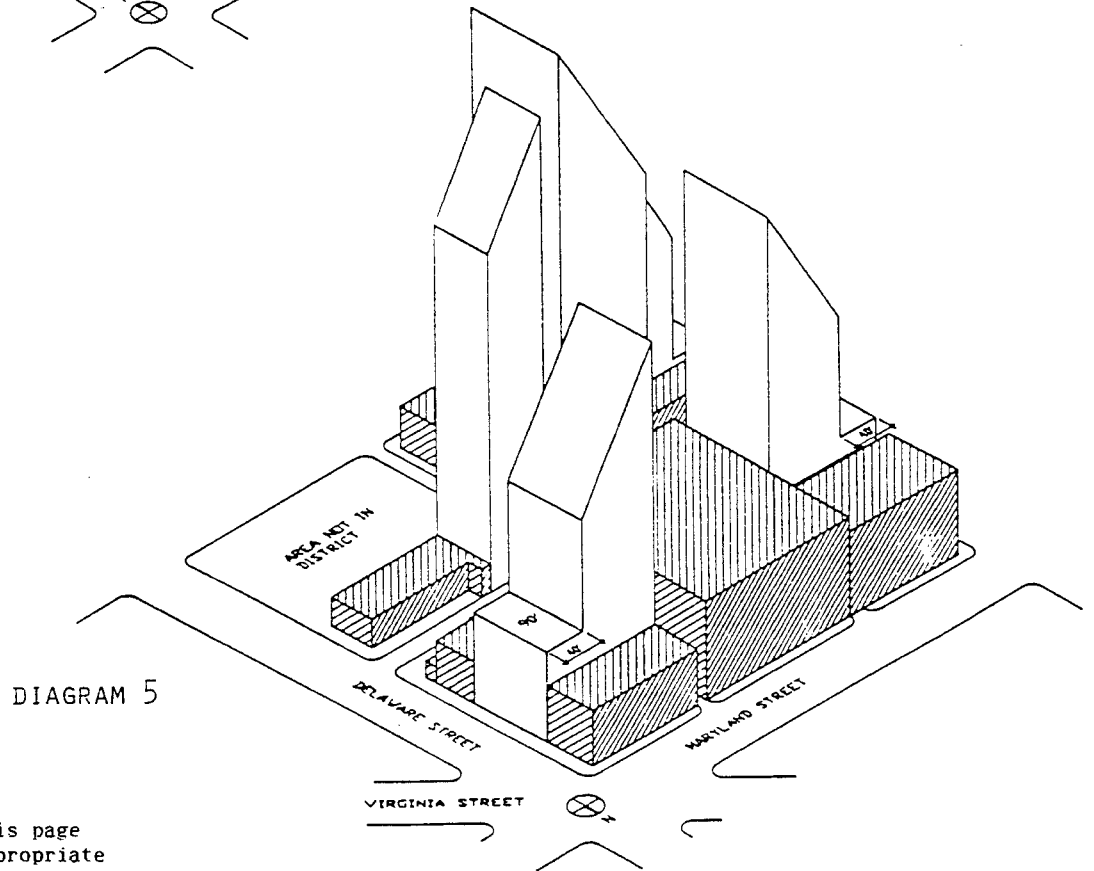


DIAGRAM 5

NOTE: The diagrams on this page do not indicate appropriate building shapes. They only indicate a developable envelope.

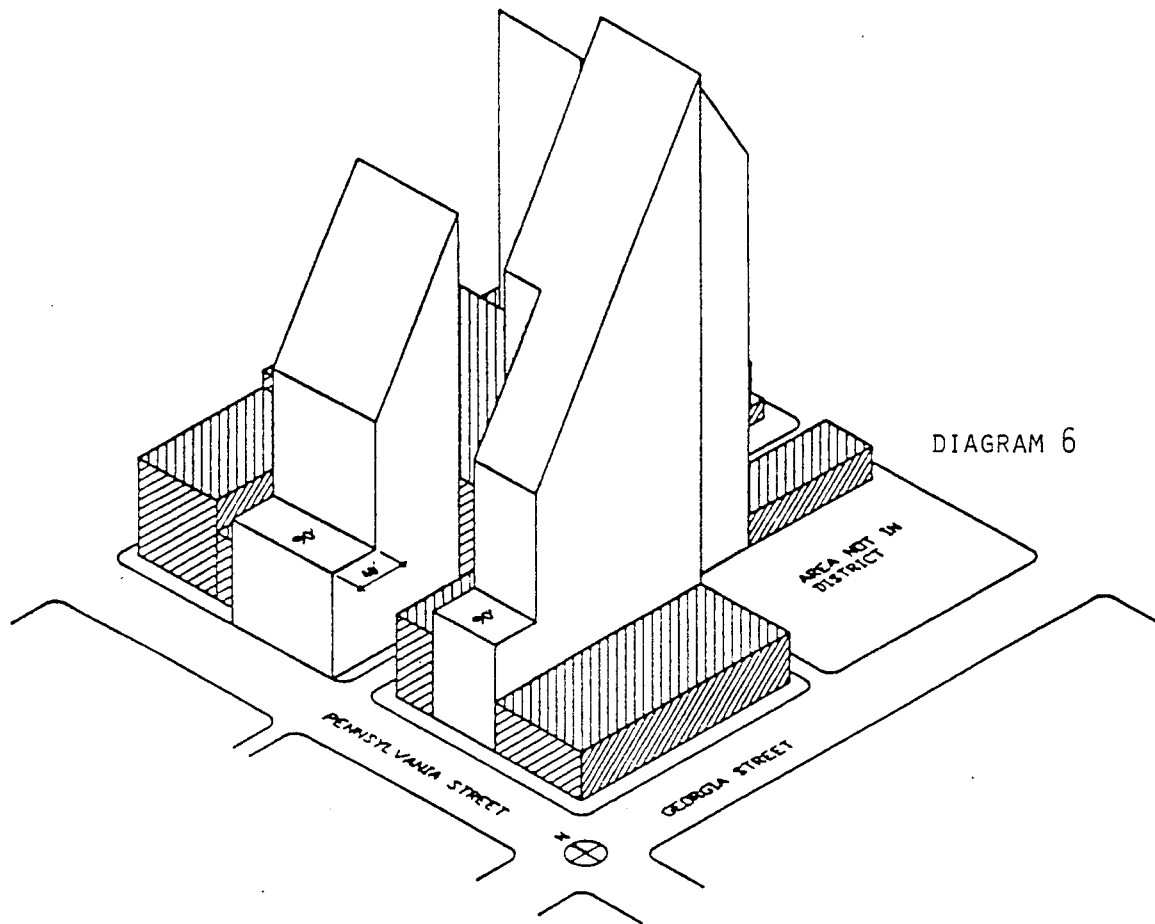


DIAGRAM 6

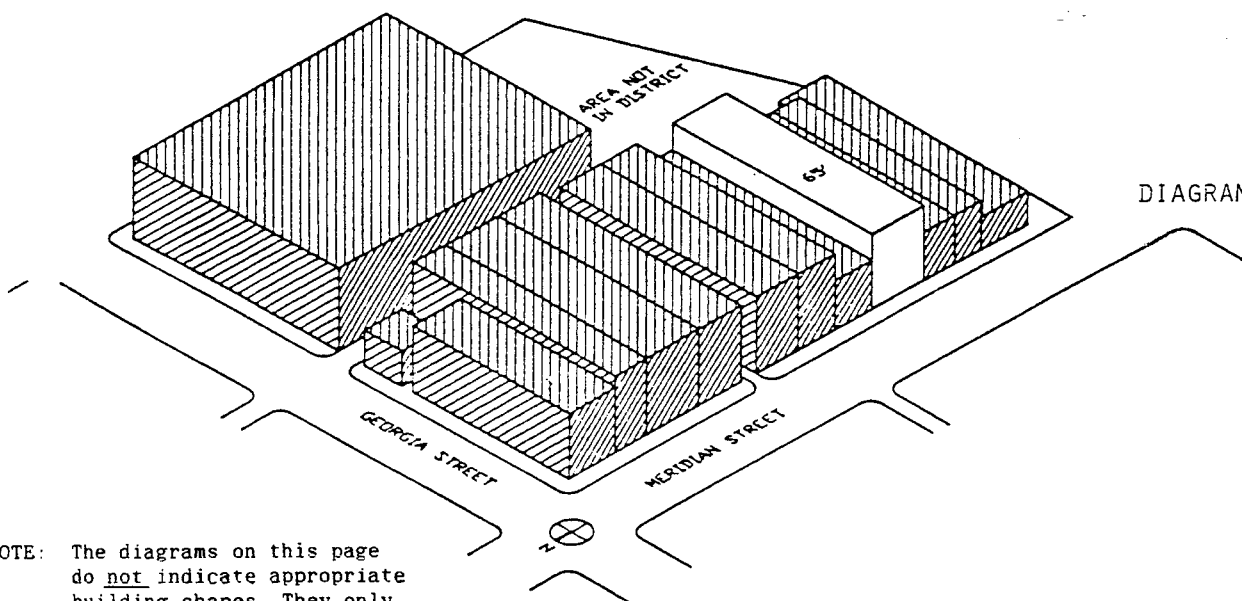


DIAGRAM 7

NOTE: The diagrams on this page do not indicate appropriate building shapes. They only indicate a developable envelope.

NEW CONSTRUCTION GUIDELINES

ALIGNMENT

Alignment of new construction is an important factor. New buildings should be constructed to align with property lines on primary streets in order to define the urban corners and streets. The facade elements of the new buildings, such as storefront openings, signs, awnings, and windows should be aligned with those of neighboring structures. New building setbacks on secondary streets and alleys should also be aligned with those of area structures. Often these facades are constructed at the property line, similar to the primary street facades. When a wide variety of height relationships is present, flexibility among alignment should occur, which is the purpose of the range of heights allowed at the street facade.

FACADE COMPONENTS

When designing new construction, use typical facade components such as storefront elements, (kickplate, transoms, display windows, and entrances) ornamentation, signage and awnings.

Use building materials that are most prevalent and that will blend into the district such as brick, limestone, terra cotta, copper, wood window framing and glass. Other materials that are compatible with the historic area and similar in texture and color should also be used.

New Construction

Building Mass Relates to Adjacent Structures and Overall Scale of Existing Buildings in Surrounding Area.



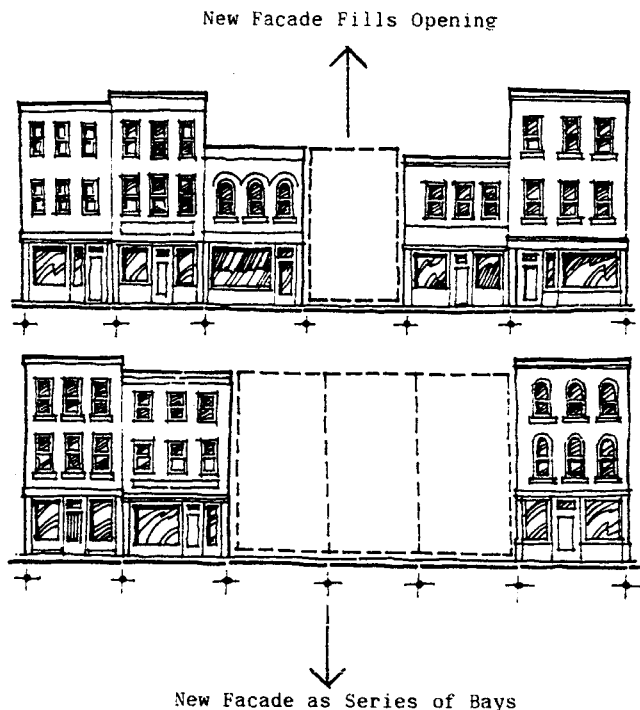
Contemporary

NEW CONSTRUCTION GUIDELINES

Any new construction should maintain elements that have already been established in existing historic buildings. This includes building width, storefront proportions, the relationship of the upper floors to the storefront, and the window pattern of the upper portions of the existing building facades.

A general set of proportions for an infill structure is determined by the average height and width of surrounding structures. A new building should fill the entire space and reflect the characteristics of adjacent building facades along the street. If the site is large, it is possible to break down the mass of the facade into a number of smaller bays. This will follow the precedent of the surrounding historic buildings.

The size and proportion of window and door openings of an infill building should be similar to those of surrounding facades. This same principle applies to the ratio of window area to solid wall for a facade as an entire unit. The majority of a facade should be wall area as opposed to window area and should harmonize with the historic buildings in the area.



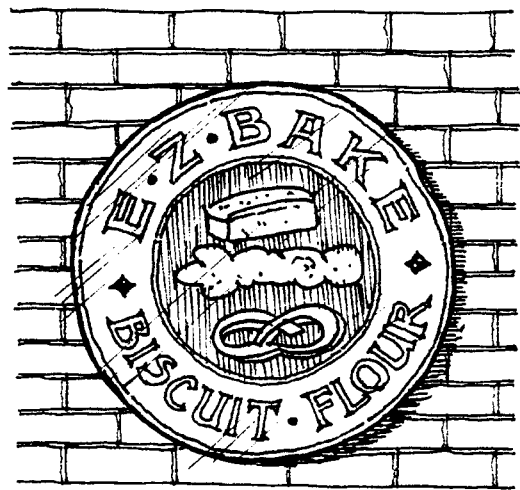
SIGNAGE GUIDELINES

INTRODUCTION

Signs are a vital part of any business district. They provide identification and information relating to the goods and services of a business establishment. Each sign also plays a substantial role in creating the overall visual character of the district. The objective of these guidelines is to make recommendations for signage that is appropriate within the context of the Wholesale District.

HISTORIC PERSPECTIVE

The Indianapolis Wholesale District experienced the height of its activity between 1860 and 1920. It was the center of activity for an array of businesses in the wholesale trade; but also included hotels, light industrial activities, and commercial businesses. During this period, the Industrial Revolution brought about several changes including widespread distribution of electricity. Signs changed from hand painting on windows, brick, and wood to individual cut letters and illuminated structures. Many of these signs were quite elaborate works of art. Signage and graphics tended to be larger, more evident and more chaotic due to minimal regulation. On the other hand, 19th century technology tended to impose a certain uniformity of style and type.



Historic Ghost Sign

SIGNAGE GUIDELINES

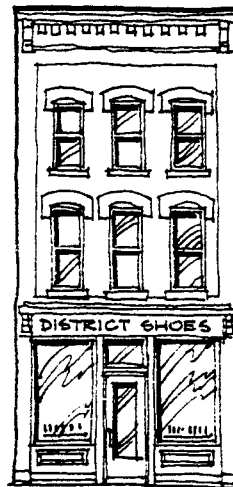
GENERAL RECOMMENDATIONS

Many signs presently in commercial districts are excessive in size and inappropriately placed on buildings. Visual clutter often results from signs that overpower a small building, or are poorly positioned on an otherwise attractive building facade. In addition to size and placement, the physical design of the sign is important. Lettering styles should be legible and materials and colors should be selected which will relate harmoniously to exterior building materials and colors. Here are general recommendations to consider when developing appropriate signage in the Wholesale District.

Message -- Keep the message simple and clear. The primary function of a sign is to identify the storefront.

Placement and Size -- For many older structures the most appropriate places for signs may be on lintel strips above storefronts or transom panels above display windows. For newer buildings, continuous areas immediately above the top of the storefront offer possibilities. These areas should determine the size of signage and lettering.

Lettering -- There are several type styles available, but it is important to select a style that is easily read and reflects the image of the business it represents.



Appropriate Placement
and Size



Inappropriate Placement
and Size

SIGNAGE GUIDELINES

Color -- Select colors that are compatible with the exterior colors of the storefront and the entire building facade. Color schemes should be simple. Use no more than two or three colors on the sign.

Quality -- The design, lettering and color of a sign should be attractive as well as legible. Accuracy and precision in sign fabrication and installation is essential. A poorly made sign does little to promote a professional image.

SIGN TYPE RECOMMENDATIONS

Signs are identified by function (advertising, business, etc.) and by means of attachment (wall, ground, etc.). For example, a business sign might be wall mounted. Both function and attachment must be considered when determining a sign's appropriateness for the Wholesale District.

Sign FUNCTION recommendations:

Advertising Signs -- Billboards or other advertising signs that are located off-site and promote an activity, product or service are inappropriate.

Business Signs -- The intent of a business sign is for the identification of the business. Therefore, a majority of the sign face should contain the business name and image. A listing of products and services is generally inappropriate. A statement of products and services may be considered along with the business identification provided if it does not exceed 10% of the sign face and does not detract from the primary business name identification.

Temporary and Incidental Signs -- Any temporary or incidental sign that is allowed by the Sign Regulations of Marion County should adhere to the following guidelines:

- Architectural features on the building should not be obscured , and
- Attachment to historic material should be done in such a way that any change is reversible.

SIGNAGE GUIDELINES

Sign ATTACHMENT recommendations:

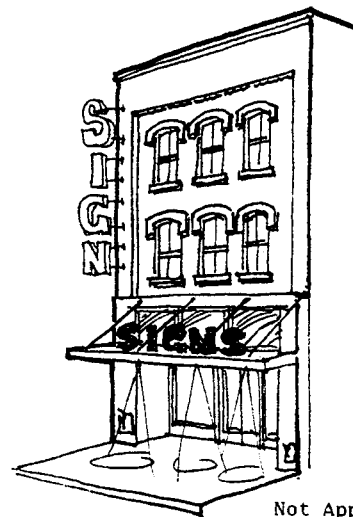
Awning and Canopy Signs -- It is recommended that awning and canopy signs be affixed "flat" or "flush" to the surface of the structure. The size and scale of the sign should be such that it does not dominate the overall awning or canopy. Internal illumination of awnings and canopies is considered inappropriate for the Wholesale District. *(See statement at end of section)

Box Signs -- Signs that are constructed as an independent, boxlike structure are generally inappropriate.

Flashing Signs -- Signs that incorporate flashing lights may be considered appropriate for theatres and cinemas only. All other flashing or animated signs are considered inappropriate and are not recommended.

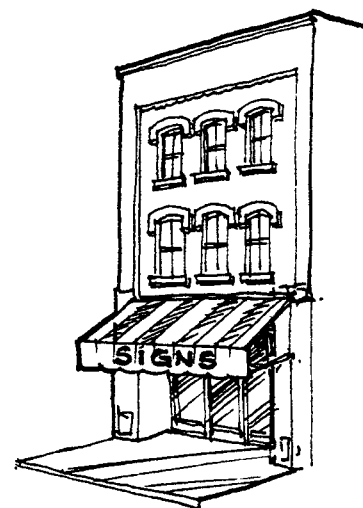
Ground and Pole Signs -- Ground mounted and pole signs shall only be considered for surface parking lots. It is recommended that the location and size of these signs not obstruct the view of the buildings and streetscapes. Landscaping at the base of the sign is also desirable. All other types of businesses are generally considered inappropriate for ground and pole signs.

Historic Signs -- Historic signs are the existing signs in the Wholesale District that have been inventoried and noted in this plan as having historic significance either as an historic ghost sign or historic signs integrated into the facade (see Existing Conditions, p. 47). It is recommended that these signs be retained. Restoration and maintenance of these signs is appropriate, even if they no longer identify or advertise an existing Wholesale District business or meet current standards and regulations.



Not Appropriate

Awning and Canopy Sign



Appropriate

SIGNAGE GUIDELINES

Projecting Signs - Projecting signs are generally inappropriate, but may be considered if the sign location, size, style, method of attachment, materials, and lighting are compatible with the building to which it is attached and its surrounding context.

Roof Signs -- Roof signs are generally considered inappropriate and are not recommended for this district.

Wall Signs -- Wall signs should not block key architectural features of the building. The size of the sign should be in scale with the facade of the building. It is not appropriate for wall signs to extend above the roof or parapet or to be painted directly on a masonry surface. *

Window Signs -- Window signs are signs that are affixed to or located on the interior side of a window, in such a manner that the purpose is to convey the message to the outside. It is suggested that these signs be handpainted or silkscreened to the glass. Size and scale of the sign should relate to the window opening size. The sign should allow eighty percent (80%) visibility through the window. *

* It is recommended that the total surface area of ALL signs, on a building, occupy no more than fifteen percent (15%) of the building facade.

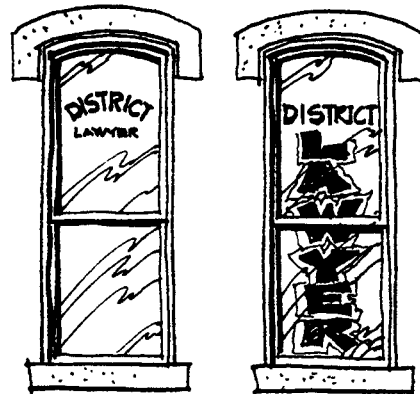
Roof Sign

Not Appropriate



Wall Sign

Appropriate



Appropriate

Not Appropriate

PARKING GARAGE AND PARKING LOT GUIDELINES

PARKING GARAGES

Parking garages within the Wholesale District are typically a secondary land use and generally support other retail and/or office developments. Therefore, garages should not be the most significant buildings within their given areas. Ideally, garages should be located underground or located on the interior of a city block, with little or no street exposure. This is especially important on South Meridian Street. If the garage cannot be oriented to the block interior, then it should be placed mid-block on a given street with limited street exposure rather than on street corners. Building heights should also be equal to or lower than surrounding buildings.

In order for a garage to relate to its nearby surroundings, it should be constructed of materials which are similar in color and texture to those of nearby structures. Precast panels incorporating brick masonry or other materials can help blend a garage into the historic context. When a garage facade is on a street, it is important that the wall enclosures be designed to be compatible with other buildings in the area, reflecting similar proportions of solid to void.

In order to increase urban vitality at street level, a parking garage design should incorporate non-parking activities, such as retail at ground level. The retail, storefronts should incorporate only clear glass to provide visual interaction with the street pedestrian/vehicular traffic. It is also important not to visually disrupt the city block by using sloping floors on street facades. Only level floor plates will be allowed on



Not Appropriate



Appropriate

PARKING GARAGE AND PARKING LOT GUIDELINES

primary street facades. Stairs should be designed to fit within the boundaries of the garage, rather than on the exterior as an attached stair tower.

PARKING LOTS

Surface parking should be hard surfaced with asphalt, concrete, brick, exposed aggregate, paver blocks or concrete. Light colored and reflective pavements are also desirable to help reduce heat absorption and buildup. Surfaces should be uniform, durable, easily maintained, and not susceptible to breaking-up or excessive cracking. Parking surfaces should be edged with concrete, stone, or brick curbing. Landscape timbers, railroad ties and similar elements are not appropriate.

Adequate storm water inlets and drains are required to contain storm water on-site and to prevent runoff over adjacent walks and properties. Inlets should be located to prevent ponding and deep surface flows.

PARKING LAYOUTS; INGRESS/EGRESS

A proper layout will generally be efficient and orderly without causing congestion and overcrowding. Stalls, drive, and aisle dimensions should be in compliance with the Indianapolis Department of Transportation and Department of Metropolitan Development standards and requirements. Drive cuts should be located as far from street intersections as possible and should comply with D.O.T. standards for spacing. Excessive driveway widths should be avoided.

If entrance control devices are necessary, it is recommended to use either the hinged or sliding gate variety, or automatic light bar. Chain or cable barriers and chain link gates should not be used. Clearly delineate the direction of automobile movement at drive entrances and aisles. This may be accomplished by pavement markings or signs.

The use of alleys for entrances and exits is highly encouraged.

SAFETY

Safety within parking lot areas and parking garages is of utmost importance and should be addressed in the design of a new facility. Various elements to incorporate to promote a safer environment include lighting, parking layout, and proximity of elevator and stair areas. For both pedestrian and automobile traffic, all areas should be well lit. Signage, mirrors, and electronic monitors can, and should, be used for more effective security.

PARKING GARAGE AND PARKING LOT GUIDELINES

Avoid visually blocking off unattended lots from adjacent streets, walks, or buildings. Pedestrian crossings within lots should be clearly marked by either highly visible paint or by a material different than the parking lot surface. Crossings should also be clearly delineated at drive entrances and exits. Any hidden or obscured drive entrances must be identified (perhaps by signage or other visual). A chain or cable across an entrance, exit, or a perimeter should not be used since it is difficult to see and could pose a hazard to pedestrians, automobiles, and bicyclists.

SCREENING AND FENCING

Some level of screening, fencing and/or landscaping is required for new and remodeled parking lot areas and must be approved prior to implementation. The purposes for these screening elements are to provide visual and physical separation between pedestrian and parking, to provide visual definition to parking lots and to make the parking lot more aesthetically pleasing.

In order to provide appropriate separation of parking from the public sidewalk, it is necessary to provide some type of physical and visual barrier at the established building line. The recommended method is an urban wall, constructed of brick or masonry located at the property line to define the "urban wall" of the street. Such a wall should be a minimum of 3'-6" high and could have grills or decorative elements placed within it to provide additional character. Landscape elements could be included. An alternative is to provide an open fence in combination with landscape materials. Landscaping should be approximately 30" high and include plant materials that possess year-round screening abilities.

Fencing should not be residential or suburban in style or character. A simple fence that resembles wrought iron, is one that blends nicely with the historical character of the district. Fencing can be used for added safety as well as for aesthetic reasons. Avoid using chain link or board fences because of their incompatibility with the historic district.

LANDSCAPING

Shade trees should be planted within the lot to provide additional shading and to serve as an aesthetically pleasing element. For adequate shading without decreasing safety in the lot, one tree should be planted for every ten parking spaces. A minimum of 6' x 6' of unpaved earth should be provided for tree installation. Trees should be protected by either curbs, bollards, or metal tree guards.

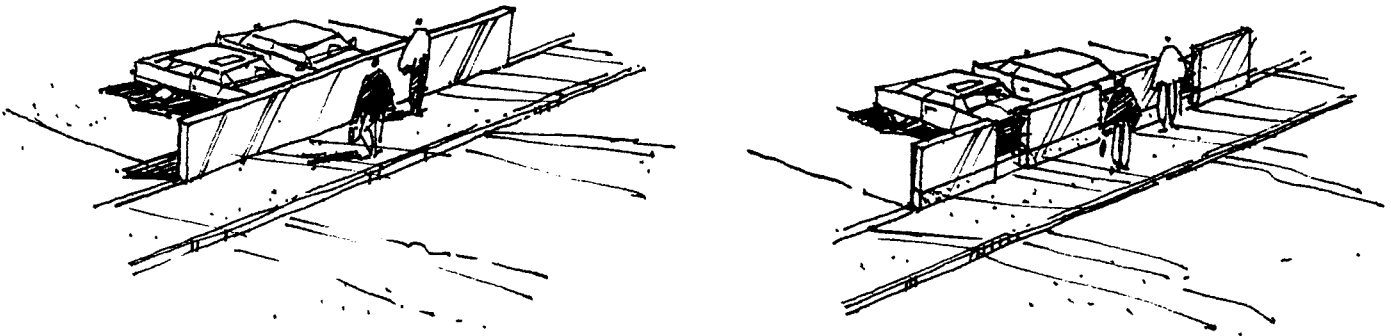
PARKING GARAGE AND PARKING LOT GUIDELINES

For the most attractive landscaping, plant materials should be of the following minimum sizes when installed: Multi-stemmed trees should be no shorter than seven feet in height; evergreen trees should be five feet in height and shrubs should be two feet in height with a maximum spacing of 24 inches on center.

PARKING LOT LIGHTING

Light fixtures should be equipped with standard high intensity discharge lamps such as mercury vapor, or metal halide. High pressure sodium is not recommended due to the color of light not being compatible with the standard street lights. The lamp source should be entirely shielded by the fixture housings and lens assembly. The light fixture heights should be between 15 and 45 feet. The height should relate to the layout of the lot and be compatible with the scale of the adjacent building. High mast lights (above 50 ft.) are not allowed.

Electrical lines to light fixtures, automatic gates and attendant booths should be buried below grade. Overhead electrical lines are not permitted.



Screening and Fencing

PUBLIC SPACE/INFRASTRUCTURE GUIDELINES

UNION STATION MASTERPLAN

The Union Station Masterplan, adopted in 1980, presents a valuable concept for addressing improvements to the public spaces of the Wholesale District and should continue to be referred to if infrastructure improvements are to be made. Its proposal for a strong visual connection between Union Station and the Circle remains especially valid as does its recommendation to reconstruct historic facades which have been dismantled.

Recognizing that a decade has passed since the Union Station Masterplan was adopted, this section of the Wholesale District Plan modifies some aspects of the 1980 plan:

GENERAL SITE

Restoring a relationship between an historic building and its site is integral to the planning of any historic rehabilitation project. Placing the building in the context of its original site and surroundings strengthens its continuity with its past.

Restoring the early streetscape elements such as lights, benches, planting, etc. can put the buildings in their historic setting as well as add identity to the entire Wholesale District.

The streetscape elements in the Wholesale District should be gradually modified through municipal improvements and private endeavors associated with building rehabilitation and new construction. It is recommended that the streetscape character reflect, but not mimic, the early 1900's when The Wholesale District was at its height of activity and electric lights were in place.

PLANTERS

Raised planters or urns should be designed to be freestanding and constructed of either terra cotta, cast-iron, (or simulated cast-iron) cut limestone, cast stone, or cast concrete. These materials will blend appropriately into the historic area. Exposed aggregate, epoxy resin, or plastic planters should be avoided.

Planters and urns should be of an appropriate scale to the building and urban context, but should not interfere with pedestrian traffic on sidewalks or building entrance and exits. They should be placed adjacent to buildings, around the perimeter of outdoor dining areas, or at curbs to delineate drop-off zones.

PUBLIC SPACE/INFRASTRUCTURE GUIDELINES

Planters should also be scaled to the size of the plant materials. For example, a small tree or large shrub should be placed in a large enough container to accommodate the material. Flowers and low shrubs can be placed in moderate to small basins.

The planter, should also be anchored (if it is not of substantial weight) so it cannot be overturned or moved to an improper location.

STREET TREES

Since street trees were not historically found in this area, it is inappropriate for them to be used to achieve a "tree-lined" street effect. However, they may be installed near parking lots or parking garages and may be considered for use in a sidewalk as an accent, but not on Meridian Street. They should never obscure an historic building. Street trees should not interfere with traffic nor should they inhibit pedestrian circulation. Trees located in the public right-of-way should avoid commonly used pedestrian paths. They should be installed in pits with metal tree grates flush with the walk. Grates can be square, round, or rectangular in plan and a minimum of 18.5 sq. ft. in area.

When installed, street trees should be straight and high branching with no foliage below 7 feet from walk surface. The best types of trees are those that produce little seed or leaf litter. Refer to Appendix for current (1990) list of recommended street trees.

Metal tree guards and underground irrigation systems are optional.

STREET FURNITURE

Street furniture includes such items as benches, trash receptacles, drinking fountains and bollards. When utilized in the Wholesale District, these items should reflect the turn-of-the-century period of the district and be constructed of such materials as cast iron, cast stone or concrete.

Benches

The proper bench style is a traditional turn-of-the-century park bench, cast-iron with a wood slat seat and back. Benches should be located out of the way of pedestrian circulation in such areas as edges of sidewalks or against buildings. It is desirable to locate them near intersections and waiting areas, bus and taxi stops, building entrances, and near restaurant entrances. Benches should be securely anchored to pavement or concrete footing to prevent their relocation.

PUBLIC SPACE/INFRASTRUCTURE GUIDELINES

Trash Receptacles

The proper types of trash containers are those which are made from cast iron, cast stone, metal, or concrete. The shape is normally round and a dark color is recommended. Plastic, sheet metal or exposed aggregate containers are not allowable.

Drinking Fountains

Drinking fountains are a pleasant amenity in downtown commercial districts. They should be located in areas that do not interfere with pedestrian traffic and should be cast or forged metal construction, cast iron, stainless steel and/or bronze.

Bollards

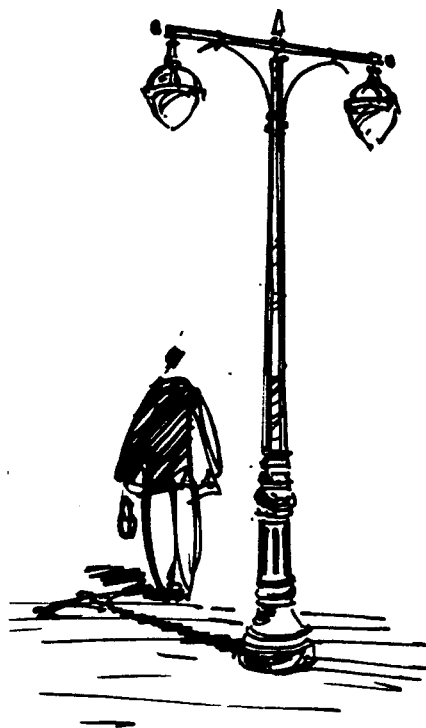
A bollard is defined as a post used to prohibit or control traffic movement in traffic areas adjoined with pedestrian areas. They are typically cylinder structures sometimes used in combination with lights and serve as somewhat decorative elements in addition to their practical purpose.

Bollards should be made of painted steel, cast iron, cast stone or concrete. They should also be compatible with adjacent buildings.

LIGHTS

The lighting style which was typical in the district during the early 1900's was the single and double acorn globed fixtures. Light poles were painted steel and fluted with a flared base. It is suggested to gradually change street lights to reflect their traditional style.

Historic photographs show that light mounting heights were approximately 20 feet. The lamp height should illuminate streets as well as walks and the modern high-intensity discharge lamps and reflectors (within glass globes) should provide a sufficient amount of light output. (This approach should be economical.) The recommended light source is Metal Halide. When considering exterior building lights, use a style consistent with the architecture of the building.



SKYWALKS

Skywalks are not generally appropriate in an historic district. However, if one is found to be necessary, it should be predominantly glass without looking too contemporary. Decorative metal elements such as grilles and railings are recommended. A skywalk should allow easy access to street level activity. However, no skywalk will be allowed to cross Meridian Street. Skywalks should span only from new construction to new construction.

STREET/SIDEWALK SURFACES

The current widths of the streets and sidewalks should be maintained. It is encouraged to eventually return street surfaces to original brick paving thus creating a visual tie to the Monument. Brick streets could take various forms including total brick, brick centers of streets, or brick gutters. Sidewalks should remain concrete as they were in the early 20th Century.

SIDEWALK CAFES

When considering sidewalk cafes, allow at least an eight foot unobstructed area for thru-pedestrian traffic. The outdoor eating area should remain adjacent to the building wall and be protected by a canopy or awning. Barriers should be open, low, removable, and compatible with the architecture of the building.

VIII. DEMOLITION GUIDELINES



PREVIOUS PAGE: Concordia-Germania House and Centennial Block (demolished 1986),
South Meridian and West South Streets, circa 1925.
Indiana Historical Society Library,
Bass Photo Collection.

VIII. DEMOLITION GUIDELINES

INTRODUCTION

This section explains the type of work considered in this plan to be demolition as well as the criteria to be used when reviewing applications for Certificates of Appropriateness that include demolition. Before receiving any permits or undertaking any work that constitutes demolition (except as noted in the special provision above for the Secondary Area), a Certificate of Appropriateness or authorization from the Indianapolis Historic Preservation Commission must be issued.

Secondary Area

Demolition work in accordance with any executed Memorandum of Agreement (MOA) with the Advisory Council on Historic Preservation* shall be exempted from the requirements of this plan. For any structure included in such a Memorandum of Agreement, the Commission shall take into account only whether or not the proposed action is allowed by the Memorandum of Agreement. The administrator of the Commission shall not deny an exemption from the requirements of this plan unless there is evidence that the action constitutes non-compliance with the Memorandum of Agreement.

DEMOLITION DEFINITION

For the purposes of this plan, demolition shall be defined as the razing, wrecking or removal by any means of the entire or partial exterior of a structure. The following examples are meant to help define demolition and are not all inclusive:

- 1) The razing, wrecking or removal of a total structure.
- 2) The razing, wrecking or removal of a part of a structure, resulting in a reduction in its mass, height or volume.
- 3) The razing, wrecking or removal of an enclosed or open addition to a structure.

* The National Historic Preservation Act of 1966 created a review agency, the Advisory Council on Historic Preservation, made up of federal officials and private citizens to advise the President and Congress on historic preservation. The council is authorized to comment on plans for such federally funded or licensed projects likely to have an effect on structures and sites in or eligible for the National Register, as in the case of the Circle Centre development. An MOA is a legal document showing the City's compliance with Section 106 of the National Historic Preservation Act.

Some work that may otherwise be considered demolition may be considered rehabilitation, if done in conjunction with an IHPC approved Certificate of Appropriateness for rehabilitation. Examples include:

- 1) The removal or destruction of exterior siding and face material, exterior surface trim, and portions of exterior walls.
- 2) The removal or destruction of those elements which provide enclosure at openings in any exterior wall (e.g., window units, doors, panels).
- 3) The removal or destruction of architectural, decorative or structural features and elements which are attached to the exterior of a structure (e.g., parapets, cornices, brackets, chimneys).

Examples of work not included in demolition:

- 1) Any work on the interior of a structure.
- 2)* The removal of exterior utility and mechanical equipment.
- 3)* The removal, when not structurally integrated with the main structure, of awnings, gutters, downspouts, light fixtures, open fire escapes and other attachments.
- 4)* The removal of signs.
- 5)* The removal of paint.
- 6)* The removal of site improvement features such as fencing, sidewalks, streets, driveways, curbs, alleys, landscaping, and asphalt.
- 7) The replacement of clear glass with no historic markings.

* NOTE: Items 2, 3, 4, 5 and 6 may be considered rehabilitation and require a Certificate of Appropriateness under other guidelines in this plan.

CRITERIA FOR DEMOLITION

The IHPC shall approve a Certificate of Appropriateness or Authorization for demolition as defined in this chapter only if it finds one or more of the following:

- 1) The structure poses an immediate and substantial threat to the public safety.
- 2) The historic or architectural significance of the structure or part thereof is such that, in the commission's opinion, it does not contribute to the historic character of the structure and the district, or the context thereof.
- 3) The demolition is necessary to allow new development which, in the commission's opinion, is of greater significance to the preservation of the district than is retention of the structure, or portion thereof, for which demolition is sought, and/or
- 4) The structure or property cannot be put to any reasonable economically beneficial use for which it is or may be reasonably adapted without approval of demolition.

The IHPC may ask interested individuals or organizations for assistance in seeking an alternative to demolition.

When considering a proposal for demolition, the IHPC shall consider the following criteria for demolition as guidelines for determining appropriate action:

Condition

Demolition of an historic building may be justified by condition, but only when the damage or deterioration to the structural system is so extensive that the building presents an immediate and substantial threat to the safety of the public. In certain instances demolition of selective parts of the building may be authorized after proper evaluation by the Indianapolis Historic Preservation Commission.

Significance

The Commission has the responsibility of determining the significance of a structure and whether it contributes to the district. It shall consider the architectural and historical significance of the structure individually, in relation to the street, and as a part of the district as a whole. These same considerations will be given to parts of the building. The Commission will also consider how the loss of a building, or a portion thereof, will affect the character of the district, the neighboring buildings, and in the case of partial demolition, the building itself. Buildings that are noted in the plan as intrusions or potentially contributing shall be researched to confirm that there is no obscured architectural or historical significance.

In making its determination of significance, the Commission shall consider the following:

- 1) Architectural and historical information included in this plan.
- 2) Information contained in the district's National Register nomination.
- 3) Information contained in any other professionally conducted historic surveys pertaining to this district.
- 4) The opinion of its professional staff.
- 5) Evidence presented by the applicant.
- 6) Evidence presented by recognized experts in architectural history.

Replacement

Demolition of a structure may be justified when, in the opinion of the Commission, the proposed new development with which it will be replaced is of greater significance to the preservation of the district than retention of the existing structure. This will only be the case when the structure to be demolished is not of material significance, the loss of the structure will have minimal effect on the historic character of the district, and the new development will be compatible, appropriate and beneficial to the district.

In order to afford the Commission the ability to consider demolition on the basis of replacement development, the applicant shall submit the following information as required by the Commission or its staff:

- 1) Elevations and floor plans.
- 2) A scaled streetscape drawing showing the new development in its context (usually including at least two building on either side).
- 3) A site plan indicating the new development and the structure(s) to be demolished.
- 4) A written description of the new development.
- 5) A time schedule for construction and evidence that the new construction will occur.
- 6) Any other information which would assist the Commission in determining the appropriateness of the new development and its value relative to the existing structure(s).

Economics

If requested by the applicant, the Commission shall consider whether the structure or property can be put to any reasonable economically beneficial use for which it is or may be adapted including (for income producing property) whether the applicant can obtain a reasonable economic return from the existing property without the demolition. The owner has the responsibility of presenting clear and convincing evidence to the Commission. The Commission may prepare its own evaluation of the property's value, feasibility for preservation, or other factors pertinent to the case.

In order to afford the Commission the ability to consider demolition on economic factors, the applicant shall submit the following information when required by the Commission:

- 1) Estimate of the cost of the proposed demolition and an estimate of any additional costs that would be incurred to comply with recommendations of the Commission for changes necessary for the issuance of a Certificate of Appropriateness.
- 2) A report from a licensed engineer or architect with experience in rehabilitation as to the structural soundness of the structure and its suitability for rehabilitation.
- 3) Estimated market value of the property both in its current condition, and after completion of the proposed demolition to be presented through an appraisal by a qualified professional appraiser.
- 4) An estimate from an architect, developer, real estate consultant, appraiser, or other real estate professional experienced in rehabilitation as to the economic feasibility of rehabilitation or reuse of the existing structure.

- 5) For property acquired within twelve years of the date an application for a Certificate of Appropriateness is submitted: amount paid for the property, the date of acquisition, and the party from whom acquired, including a description of the relationship, if any, between the owner of record or applicant and the person from whom the property was acquired, and any terms of financing between the seller and buyer.
- 6) If the property is income-producing, the annual gross income from the property for the previous two years; and depreciation deduction and annual cash flow before and after debt service, if any, during the same period.
- 7) Remaining balance on any mortgage or other financing secured by the property and annual debt service, if any, for the previous two years.
- 8) All appraisals obtained within the previous two years by the owner or applicant in connection with the purchase, financing, or ownership of the property.
- 9) Any listing of the property for sale or rent, price asked and offers received, if any, within the previous two years.
- 10) Copy of the most recent real estate tax bill.
- 11) Form of ownership or operation of the property, whether sole proprietorship, for-profit or not-for-profit corporation, limited partnership, joint venture, or other method.
- 12) Any other information which would assist the Commission in making a determination as to whether the property does yield or may yield a reasonable return to the owners, e.g., pro-forma financial analysis.

IX. APPENDICES



PREVIOUS PAGE: KO-WE-BA (Kothe, Wells & Bauer) Building,
102-106 South Delaware Street on April 11, 1912.
Indiana Historical Society Library,
Bass Photo Collection #27792.

IX. APPENDICES

GENERAL INFORMATION

Based on Indiana Code 36-7-11.1 as of April 1990

- I. COMMISSION: refers to the Historic Preservation Commission appointed under IC 36-7-11.1-3.
- II. HISTORIC AREA: an area, within the county, declared by resolution of the Commission to be of historic or architectural significance and designated an "Historic Area" by the Historic Preservation Plan. This area may be of any territorial size or configuration, as delineated by the plan, without a maximum or minimum size limitation, and may consist of a single historic property, landmark, structure, or site, or any combination of them, including any adjacent properties necessarily a part of the Historic Area because of their effect on and relationship to the historic value and character of the area.
- III. HISTORIC AREA PLAN: a preservation plan prepared by the Commission for areas within Marion County declared to be local historic areas. Once the Commission has made a declaratory resolution of the historic or architectural significance of any area, structure, or site designated in it, the proposed plan is presented to the Metropolitan Development Commission for public hearing and adoption as part of the comprehensive plan of the county.
- IV. CERTIFICATE OF APPROPRIATENESS: once a plan is adopted, a person may not construct any exterior architectural structure or feature, or reconstruct, alter, or demolish any exterior or designated interior structure or feature in the area, until the person has filed with the staff of the Commission an application for Certificate of Appropriateness, plans, specifications, and other materials prescribed, and a Certificate of Appropriateness has been issued. However, this does not:
 - A. Prevent the ordinary maintenance or repair of any exterior or designated interior architectural structure or feature that does not involve a change in design, color, or outward appearance of it.
 - B. Prevent any structural change certified by the Department of Metropolitan Development as immediately required for the public safety because of hazardous conditions.
 - C. Require a Certificate of Appropriateness for work that is exempted by the historic preservation plan.
- V. WORK EXEMPT FROM CERTIFICATE OF APPROPRIATENESS: the historic preservation plan may provide that certain categories of work accomplished in the Historic Area are exempt from the requirement that a Certificate of Appropriateness be issued. Various historic preservation plans may exempt different categories of work.

VI. CERTIFICATE OF AUTHORIZATION: the Certificate of Authorization is granted to allow an applicant to proceed with inappropriate work in those cases in which undertaking the appropriate work would result in substantial hardship or deprive the owner of all reasonable use and benefit of the property or where its effect would be insubstantial.

VII. DEFINITIONS:

ELEVATION: a drawing showing the elements of a building as seen in a vertical plane.

FOOTPRINT: the outline of a building on the land.

NEW CONSTRUCTION: any work undertaken on a new building or feature. An addition to an historic structure is considered new construction.

PLAN: a drawing illustrating the elements of a building as seen in a horizontal plane.

REHABILITATION: any work undertaken on an existing building, regardless of the age of the building.

STREETSCAPE: a view or picture of the street setting depicting the proposed or existing building in relationship to other buildings on the street.

RECOMMENDED STREET TREES

Department of Metropolitan Development, Division of Planning, 1990

Typical: 2 1/2" caliper, 30' on center

<u>Botanical Name</u>	<u>Common Name</u>	<u>Best Varieties</u>
Acer platanoides	Norway Maple	* 'Emerald Queen' 'Cleveland' 'Summershade' 'Superform'
Acer rubrum	Red Maple	* 'Armstrong' 'Red Sunset'
Celtis laevigata	Sugar Hackberry	
Celtis occidentalis	Common Hackberry	'Prairie Pride'
Cercidiphyllum japonica	Katsura-tree	
Corylus colurna	Turkish Filbert	
Eucommia ulmoides	Bardy Rubber-tree	
Fraxinus americana	White Ash	'Autumn Applause' 'Autumn Purple' 'Champaign County' 'Rosehill' 'Newport' 'Summit'
Fraxinus pennsylvanica	Green Ash	* 'Sentry'
Ginkgo biloba (male only)	Ginkgo	
Ostrya virginiana	* American Hophornbeam	
Pyrus calleryana	Callery Pear	* 'Aristocrat' 'Chanticleer' 'Fauriei' 'Cleveland Select' 'Redspire'
Quercus rubra	Red Oak	
Quercus shumardii	Shumard Oak	'Regent'
Sophora japonica	Japanese Pagoda Tree	'Chancellor'
Tilia cordata	Littleleaf Linden	'Greenspire'
Ulmus parvifolia	Lacebark Elm	'Redmond'
Salix serrata	Japanese Salix	'Village Green'

*Narrow Spread

X. WHOLESALE DISTRICT BUILDING INVENTORY



**PREVIOUS PAGE: Majestic Building, 47 South Pennsylvania Street on November 9, 1910.
Indiana Historical Society Library,
Bass Photo Collection #20631.**

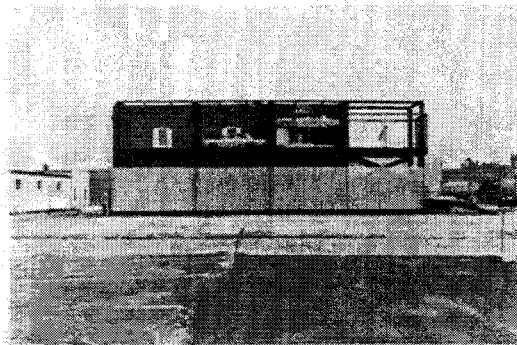
BUILDING INVENTORY INTRODUCTION

The Building Inventory is a comprehensive inventory of all buildings, structures and parking lots within the boundaries of the Wholesale District Historic Area. This inventory includes a photograph, description and history summary of every building, structure and parking lot, both historic and non historic. The history summary contains historical information known at the time of publication about date of construction (or demolition), builder, designer, uses and changes, within the historic context of the Wholesale District. The architectural paragraph describes the building by its construction method, materials, design, massing and stylistic details.

Sources of the building inventory include Sanborn Insurance Maps, City directories, corporate histories, biographies, title records, historic photographs and the structures and buildings themselves. Some of the description and histories below are excerpts from Investment Tax Credit Part I applications, but most were generated by the IHPC staff, based on original research and field work.

The Building Inventory was not part of the official plan approved by the IHPC and the Metropolitan Development Commission in 1990, but is included as a resource important to users of the plan in their understanding of the meaning of the Wholesale District and its resources.

EAST CHESAPEAKE STREET



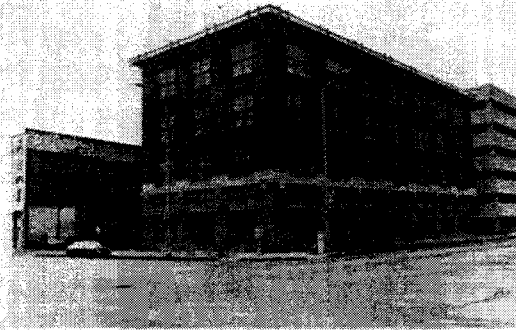
129 East Chesapeake Street

This location was the former site of a three-story St. Mary Catholic school.

SOUTH DELAWARE STREET

Ko-We-Ba Building
102-106 South Delaware Street
1909: Rubush & Hunter, architects

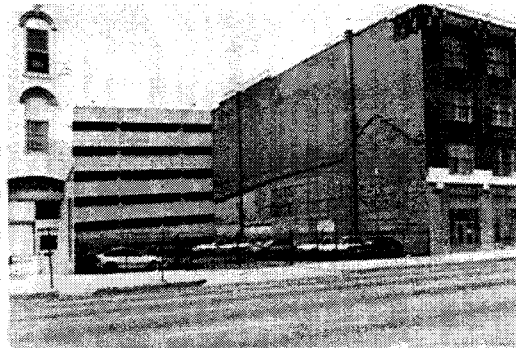
Initially known as the "New Jordan Building", this building was owned by Arthur Jordan and constructed on the site of the "Old Jordan Building", which had served as a bake house and general supply store during the Civil War (Indianapolis Star, January 6, 1909). Upon completion, the building was occupied in 1909 by the wholesale grocery firm of Kothe, Wells and Bauer Company, for which the building was constructed. The firm moved from 124-126 South Meridian where it had been since 1898 and was succeeded there by The House of Crane, cigar wholesalers. The Kothe, Wells and Bauer Company was founded in 1889 by brothers George and William Kothe, Charles W. Wells and George Bauer. Both William Kothe and Wells had worked for Schnull & Krag wholesalers. The firm's line of "Ko-we-Ba" food products was widely distributed throughout Indiana and all the adjacent states. The firm remained at this location until 1924, when it moved into its new building at 240-260 Virginia Avenue. After the Kothe, Wells and Bauer Company vacated the premises, the structure served various uses. The City Directory of 1926 list the establishment of "Wheeler's Lunch" at this location. In 1934, the directory shows the address as the Wheeler Catering Company's office and branch restaurant. In 1945, the Albert G. Maas Company occupied the building. It offered a complete line of janitor's supplies and disinfectants.



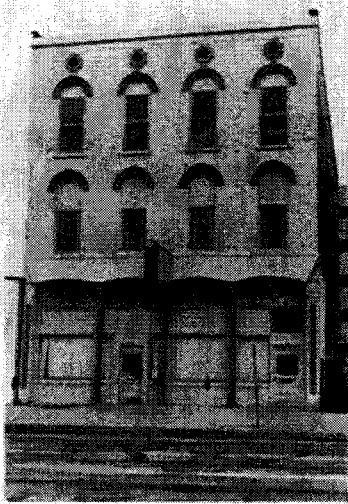
The KO-WE-BA is a four-story commercial building of brown, salt-glazed brick. It is rectangular in plan, seven bays wide along East Maryland Street, and three bays wide along its original entrance facade on South Delaware Street. The ground floor along Maryland formerly accommodated loading docks, which were protected from the elements by a functional canopy that extended to the curb. Above the first floor stringcourse of stone, each bay of the upper floors is composed of double rectangular windows of six-over-six lights with a simple rectangular outline of recessed brick at each spandrel. The most ornamental aspect of the building is its metal cornice, which features paired "brackets" of a type popular for early 20th century commercial buildings. The building was rehabilitated in 1983.

Parking Lot
108-116 South Delaware Street

This is the former site of a two-story commercial building.



SOUTH DELAWARE STREET



R. S. Foster and Company Building
118-120 South Delaware Street
1867

The R. S. Foster and Company Building was constructed in 1867. The 1868 Logan's Directory records the move of the firm of Foster, Wiggins & Company to this location. Owned by R. S. Foster and Joseph P. Wiggins, the enterprise conducted business as wholesale grocers, commission and storage merchants. Commission houses dealt with fruit, vegetables, grains, cereal products, flour and much more. Originally founded by R. S. Foster in 1855, his partners varied throughout the years including H. C. Holloway. One such change is reflected in the 1873 directory, recording the firm simply as R. S. Foster & Company. Business conducted by the company expanded throughout Indiana, Illinois, Ohio and various parts of the western United States. The R. S. Foster & Company Building and the E. F. Shideler & Company Building (128-130 South Delaware) are the only two remnants of the old "Commission Row" of the Wholesale District which stretched from Pearl Street to Georgia Street on South Delaware and South Alabama Streets. Robert Sanford Foster (1834-1903) distinguished himself in the U.S. Army during the Civil War, attaining the rank of brigadier general. Foster served the duration of the war and participated in the final battle of Appomattox. After the war he returned to his wholesale and commission business at Delaware Street and Virginia Avenue. He was a leader in the Grand Army of the Republic, president of the Board of Trade, City Treasurer (1867-71) and U.S. Marshal from Indiana (1881-85). The building continued to be utilized as a wholesale warehouse through the early 1900s. City directories list the W. T. Bacon Company headed by Lewis C. Nicholson at this location in 1910. A wholesale grocer, the firm (under various names including the L. C. Nicholson Company) was located at this address until at least 1920. Following this firm, the W. H. Roberts Company, commission merchants, located in the building. The Brand Printing Company has occupied the building since the 1940s.

The Foster Building was typical in design and materials of 1860s wholesale district buildings. This three-story brick building exhibits Italianate character with round-arched windows on the second and third floors of the main (east) facade. These windows are enhanced by cast-iron, ornamental hoods. Below the parapet are four round attic vents with cast-iron cruciform frames. The regular spacing of the four bays is defined with cast-iron piers, columns and spandrels of the storefront. The paneled aprons below the shop windows have survived as well as the original configuration of the storefront; though windows have been covered and a door replaced. All of the upper story 4-over-4 windows have been replaced and the cornice has not survived.



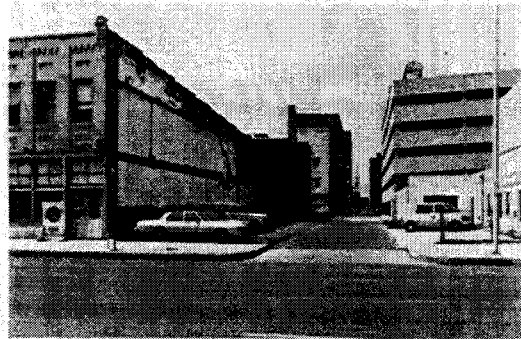
Service Supply Company Building
124 South Delaware Street
Circa 1949

Located at the northwest corner of Delaware and Chesapeake Streets, this building is uncharacteristic of the historic wholesale district. It was constructed sometime between 1941 and 1954. City directory entries record the Service Supply Company (1949 to 1955), the Zero Company (1957), and the Town and Country Wholesale Food Company (1960) at this location. These firms utilized the structure for a variety of wholesale and storage purposes. This one-story, concrete block building has a front entrance with sidelights and a front window. It has a series of 6-over-6 wood-sash windows piercing the south wall.

SOUTH DELAWARE STREET

Parking Lot
128 South Delaware Street

This was the location of a three-story, commercial building.



E. F. Shideler & Company Building
128-130 South Delaware Street
Circa 1899

The former E. F. Shideler and Company building, c. 1899, is named for its long time owner and occupant, Edwin F. Shideler. He purchased the property in 1907 from Alonzo P. Hendrickson. It was constructed by owner Alonzo P. Hendrickson who was a wholesale hat and fur merchant established on South Meridian as Hendrickson, Lefler & Co. The structure housed Shideler's wholesale fruits and produce firm from 1911 until 1928. The building continued to serve commercial merchants during the 1930s, housing the H. C. Taylor Company. Owned by Harry C. Taylor and May Vestal, the firm operated as commission merchants. City directories list the Hazel Transportation and Storage Company at this location in 1942.

The Shideler Building is a two-story, brick, commercial structure with a main facade divided into north and south halves with each half subdivided into three bays. The halves and bays are framed by piers with corbelled bases beginning at the steel lintel above the store fronts. The storefronts with their transoms and windows intact have replacement doors. The entrance bays are defined by cast-iron incised piers. The end and middle piers rise above the parapet with rounded capstones. The north wall exhibits a small two-story wing extending to the alley, Chesapeake Street.



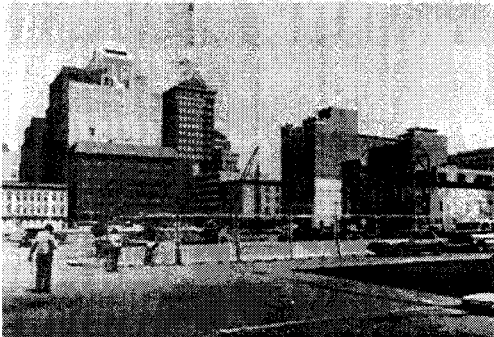
GEORGIA STREET (EAST AND WEST)



John W. Murphy Building - Harness Factory Lofts
30 East Georgia Street
1910-1911: Samuel H. Brubaker, architect;
Selden & Black Construction Co., contractor.

The Murphy Building was built in 1910-11 by the estate of John W. Murphy, with the assistance of Harold B. Hibben and Louis Holiweg, who also were very active in the wholesale and jobbing enterprises of this area. This building was highly significant, as it was the first fireproof building in the wholesale district, and it is now one of the oldest extant reinforced concrete buildings in Indianapolis. The Murphy Building was designed in 1910 by the architect, Samuel H. Brubaker, who also designed the Century Building at 36 S. Pennsylvania in 1901; Selden and Breck Construction Company of St. Louis served as general contractor. From the outset the building was distinctive, not only in its fireproof construction, but also in its unique and innovative plan for housing small wholesale and manufacturing operations in office suites, on the pattern of a regular office building, each divided from the other by fireproof brick walls. Since 1987, the Murphy Building has been known as the Harness Factory Lofts. The 1986-87 rehabilitation resulted in ninety-five apartments and retail office space.

The Murphy Building is a seven-story structure with reinforced concrete frame, roof, and floors and brick curtain walls. The exterior is uniformly faced with rust colored brick and accented with butterscotch-colored terra cotta in the cornice, window sills, pier caps and the front center entrance enframing. Above the centered front entrance is a panel bearing "19 John W. Murphy 10". The main facade (south) is divided into five bays. The three center bays have three double-hung windows per opening from the second to the sixth floors. A bank of nine windows separated by brick mullions surmount these three bays. The eleven-bay east and west walls are similarly configured as is the north (rear) facade. The four storefronts with large transoms, display windows and doors flank the center entrance.



Parking Lot
18-24 West Georgia Street

This site is the former location of a six-story, commercial, brick building.



Parking Lot
30-32 West Georgia Street

The Robertson Building, a three-story, brick, commercial structure was formerly located on this site.

Hotel Lockerbie - Canterbury Hotel
123 South Illinois Street
1928-29: Bennett Kay, architect

The Hotel Lockerbie was the last hotel built on Illinois Street before the Depression. Built in 1928-29 by Samuel and Julius Falender, two junk dealers and banker Otto Meyer, it was designed by Indianapolis architect Bennett Kay. The hotel originally carried the name Hotel Lockerbie, for reasons unknown. In the 1930s, Glenn F. Warren, a successful hotel operator of the city, took over the ailing Lockerbie and reopened it carrying his name. As the passenger trains decreased in number, the clientele of the Warren likewise decreased, forcing the hotel to close in the mid-1970s. Currently known as the Canterbury Hotel, the structure underwent major interior changes in the mid-1980s. Previously consisting of two hundred rooms, the building now houses one hundred larger, more spacious accommodations. Additional renovations include the restored facade and decorative plaster in the massive, two-story lobby.

This twelve-story, red-brick hotel has a five-bay front (west) facade on Illinois Street and a nine-bay facade on Chesapeake Street on the south. The main facade is classically articulated into base, body, and crown. The main facade to the west is articulated by a two-story limestone-veneered base which wraps around the corner to include the two western bays of the south facade. A molded limestone belt course, set with small roundels which delineate the piers, tops the veneer and serves as the sill of the third story windows on the west and south facades. The center main entrance facing Illinois Street is marked by the original flat canopy detailed with classical motifs. The simplicity of the applied limestone base and the brick shaft are in contrast to the white glazed terra cotta decorative frames which isolate the fourth and fifth story windows of the three center bays of the west facade. Similar decorative motifs frame the eleventh and twelfth story windows with terra cotta banding articulating the top story as part of the building's crown. Above the twelfth story windows is a course of roundels. The cornice, with a running motif of inverted shells, extends the length of the west and south facades to the termination of the parapet line on the east facade. The brick parapet with terra cotta coping rises above the cornice with blind balustraded panels. All of the windows and the storefronts are replacements dating from the 1983-84 rehabilitation.



Braden's Block
127-131 South Illinois Street
1874-75

Braden's Block was constructed by William Braden, a prominent printer, in 1874-75. In the succeeding years, a variety of businesses leased space in the building. In 1875, Braden leased the 129 portion of the building to C. A. Greenleaf, a machinery manufacturer and dealer. The 131 portion was at that time leased by Edwin K. Phillips for establishment of the "European Hotel" at this location. In 1914, the Hotel Braden was located here. However, in the early 1880s, 129 South Illinois was utilized as a Chinese laundry. Subsequently, the hotels changed hands several times. During the 1890s, William H. Armstrong and Company manufactured and sold surgical instruments in the building. In 1906, Joseph Stahr, opened a saloon at 127 South Illinois. By 1914, Stahr had expanded into the restaurant business. Established as the St. Elmo Buffet, the name survives today after seventy years.

Braden's Block is a three-story commercial building with its rich architectural features intact above the first story. The front of the first story has been covered over or destroyed by remodelling. The present store front consists of plywood and a shingled pent roof. In contrast, the upper floors are richly embellished with limestone and brickwork elements in the form of belt/sill courses, pier capitals, arch springstones, and the entablature. The building is four bays wide and eight bays deep with the architectural division of bays by piers and segmented arches continuing from the Illinois facade, along the Chesapeake Street facade. The northwestern bay is beveled, emphasizing the building's corner location and bears a limestone tablet below the cornice with the inscription "BRADEN".



SOUTH ILLINOIS STREET



Reinhardt Building
133 South Illinois Street
1864

The Reinhardt Building is the oldest surviving building along Illinois Street in the Mile Square. Built in 1864, the building was originally occupied by the owner, Peter Joseph Reinhardt. Under his management the building served as the location for his locksmith and bellhanger shop, saloon and restaurant. Reinhardt sold the building 1884 and it became commercial rental property housing a restaurant in the 1880s and the Kistner Shoe Store in the first decade of the twentieth century. It served as a luggage, jewelry and pawn shop operated by the Samuel Dorfman family from the late 1920s until 1982. The building was rehabilitated in 1984-85 for commercial and residential use.

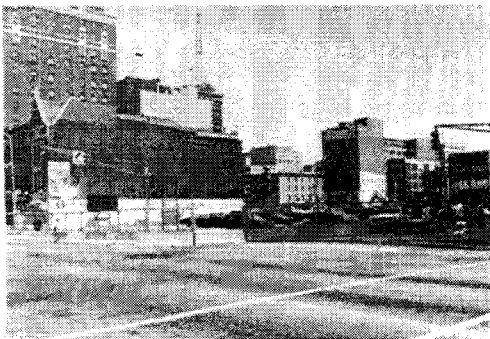
This three-story, brick, Italianate commercial building is three bays wide. The first floor facade is defined by three, limestone, classical pilasters and an entablature. Two pilasters frame the entrance to the stairs. The wooden doors, transoms and display windows are reconstructions from the 1984-85 rehabilitation. The second and third-story windows have reconstructed sheet-metal window hoods and 4-over-4, double-hung windows; round-arches on the second; and segmented-arches on the third. The wooden entablature with frieze, brackets and cornice and the steel second-story balustrade are also reconstructions dating from 1984-85.



Louis G. Deschler Company Building
135 South Illinois Street
1906-07; Adolf Scherrer, architect; J.A. Schumacher Co., contractor

The Louis G. Deschler Company Building was designed by noted local architect Adolf Scherrer. Erected in 1906-07 by J. A. Schumacher Company, contractor, it served as the headquarters of Deschler's local chain of cigar stores. Deschler (1865-1924) began his business in 1883. By 1919, his company had ten retail cigar and tobacco stores in Indianapolis, Lafayette and Bloomington, a cigar factory employing 100 people and seven travelling salesmen. Deschler was a stockholder and director of the Indiana Hotel Company which built and owned the Claypool Hotel. He was also a member of the Indianapolis Maennerchor which constructed its landmark German Renaissance Revival Style building in 1905-06 designed by Adolf Scherrer. The Deschler Building was inspired by the Maennerchor Building, sharing its design and fabric features. Deschler's store was in close proximity to Union Station and surrounding hotels and restaurants. After 1926, the building served as a retail store and wholesale office for a paint company and barber supply company until 1949, at which time it became a bar and restaurant. This use continued until it was purchased by the present owner in 1982. It was rehabilitated in 1984-85 for residential and commercial use.

The facade of this three-story, brick commercial building bears the strong imprint of the German Renaissance Revival. An elaborately festooned panel proclaims the wares of the original business: "Cigars & Tobaccos." A steep, stepped gable outlined in stone rises above the parapet with a tiled roof. Interesting details include the gable's carved tablet with an owl and an heraldic shield bearing the message "EST/1883", the corbeled parapet, and the Zwerge or dwarfs, perched at the first-floor stringcourse. These four impish Zwerge figures are depicted tamping, lighting, smoking and cleaning pipes. The storefront was restored in the 1984-85 rehabilitation and includes a limestone facade, a moulded arched opening, wood-framed transom, doors, and display windows. The limestone face above the arch is inscribed with "Louis G. Deschler." The transom bar bears a cast bronze sign with "WHOLESALE AND RETAIL CIGARIST" in raised letters.



Parking Lot
153 South Illinois Street

Previously listed as 139-153 South Illinois Street, on this location stood a three-story brick commercial building, and a four-story brick hotel.

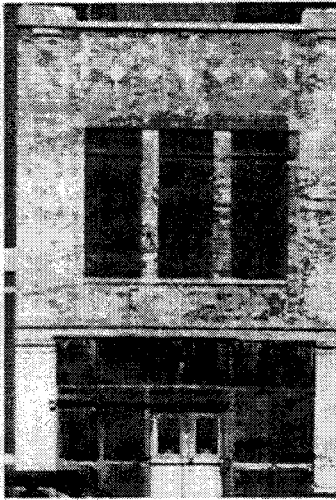
Hotel Severin - Omni Severin Hotel
 40 West Jackson Place, formerly 43 West Georgia Street
 1912-13: Vonnegut & Bohn, architects
 Bedford Stone & Construction Company, contractors
 1988-90 addition: Ratio Architects: Mansur Development Corporation.

At the summit of hotel quality in the Wholesale District after 1913 was the former Hotel Severin. Located just one-half block north of Jackson Place, Hotel Severin was ideally situated to cater to more affluent visitors to Indianapolis. Built as a first class hotel, it competed with the other hostleries of the premier rank: the Claypool, the English, and later the Lincoln. Its investors included prominent entrepreneurs of the city: Henry Severin, Jr., heir to the Severin wholesale grocery fortune; and Carl G. Fisher and James A. Allison, automobile pioneers and founders of the Indianapolis Motor Speedway. The twelve-story Severin occupied an imposing position in the Wholesale District skyline, overlooking Union Station and most of the neighboring hotels. For more than forty years, Indianapolis businessman William A. Atkins operated the Severin (1915-1958). After his death, the hotel suffered financial losses closed in 1966, about the time that the fortunes of Union Station also reached low ebb. In 1968, Indianapolis businessman Warren M. Atkinson rebuilt much of the interior and the exterior openings of the hotel, reopening it as the Atkinson Hotel. In 1990 the hotel reopened as the Omni Severin Hotel after a substantial addition was constructed.

This twelve-story hotel is constructed of a reinforced concrete frame with brick curtain walls. Rectangular in plan, it is eleven bays wide along West Georgia Street and five bays along South Illinois and McCrea Streets. The first two floors are organized into a Renaissance scheme of monumental arch windows set into a rusticated stone enframement. From the third to twelfth floors, rectangular windows follow a uniform grid pattern and are paired in alternating bays. Broken banding of stone distinguishes the third floor; stone quoins accent the fourth through eleventh floors; and the twelfth floor is set off by a festooned stringcourse, carved lions' heads, and a dentilled cornice with copper cresting of acanthus leaves. The roof structure (also considered the thirteenth floor) was originally designed to accommodate a banquet hall, while the two story penthouse serves mechanical equipment. In 1988-89 an addition was constructed to the south facing Jackson Place, doubling the size of the Severin. It was designed to complement the size, massing, scale and materials of the original hotel. Mansur Development Corporation was responsible for the Severin's rehabilitation and the new addition.



WEST LOUISIANA STREET



August Sims' Saloon Building
8 West Louisiana Street
1906; William P. Jungclaus, builder

This two-story building was one of the many small hotels which existed around Union Station. Built in 1906, the building replaced an earlier hotel and saloon on this site, destroyed by the Fahnley & McCrea fire of February 19, 1905. It was constructed by William P. Jungclaus for Albert Lieber, president of the Indianapolis Brewing Company, and leased to the brewery with August A. Sims as proprietor. In 1906, it was called the Hoosier Hotel and Bar featuring Indianapolis Brewing Company beers. Sims' hotel and saloon were located here until 1916. During Prohibition it served as a soft drink bar and restaurant, but reverted to tavern use after the repeal.

The Sims Saloon Building is a simple, two-story, brick structure. The facade is divided into six elements: two end piers, storefront, spandrel, three windows, and the parapet. All elements are brick except for the limestone string course at the storefront lintel level, window sills, pier caps and bases and the diamond insets in the parapet. The shopfront and windows are all covered with plywood.



Fahnley & McCrea Annex Building
10-14 West Louisiana Street
1905

The Fahnley & McCrea fire of February 19, 1905 leveled not only the three buildings of the Fahnley & McCrea Millinery Company but also most of the buildings in this block. This building was constructed for the firm by William P. Jungclaus on the site of their smaller, four-story, brick structure after the fire. Since the later 1940s, the building has served as a warehouse for Kipp Brothers which now occupies the main Fahnley & McCrea building.

The Fahnley and McCrea Annex is a three-story, brick structure, four bays wide and faced with dark red brick. Limestone is used as the material for window sills, architrave and coping. The first floor openings have been covered with plywood, the second floor windows have been filled in with glass block. The third-floor openings are composed of three wood, double-hung windows per bay, some are replacements.



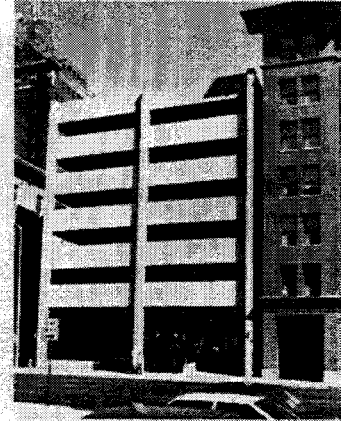
Parking Lot
16-18 West Louisiana Street and 249 McCrea Street

This was the former site of a three and one-half story, brick hotel, known as the Sherman House, built after the 1905 fire.

EAST MARYLAND STREET

Parking Garage
28-32 East Maryland Street
1983-84

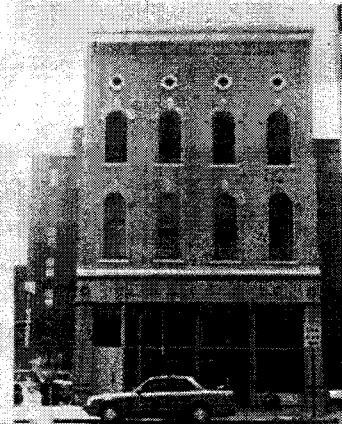
This seven-story parking garage occupies the site of a three-story, a four-story, and a five and one-half story commercial buildings.



Holland & Ostermeyer Building
29 East Maryland
1867-68

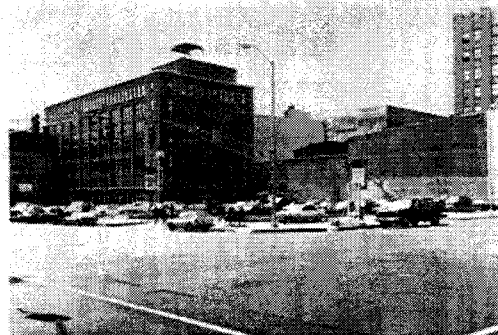
Built in 1867-68, the Holland & Ostermeyer Building housed the wholesale grocery and tea sales of John W. Holland and Frederick Ostermeyer who had the building built. Ostermeyer purchased the property from Henry Schnull shortly before construction. The firm remained at this location until 1875. Ostermeyer was Prussian born and came to the U.S. in 1843. He came to make Indianapolis his home first "reaching this city by walking from Cincinnati" according to Manufacturing & Mercantile Resources of Indianapolis of 1883. He pursued a number of enterprises in the city throughout his career, including a partnership in a wholesale grocery firm with Henry Severin in 1872, replacing Henry Schnull as partner. A later occupant, Messick, Cones and Company manufactured candy on the second and third floors with a storeroom for wholesale transactions on the first floor. The Indiana Paper Company was located here from the early 1890s to the late 1920s with Ostermeyer family members operating it.

The four-bay, three-story, brick commercial building is all that remains of a large thirteen-bay, Italianate commercial block. Features include the hooded round-arched windows of the second and third stories with a course of oculi in the attic level below the cornice. The cornice and storefront are not original but were installed during the 1980-81 renovation. The south and west facades along the attic are pierced by segmented-arched opening. The east facade, originally a party wall between sections of block, is blind with no openings. The building was rehabilitated in 1980-81 using the Investment Tax Credit Program.



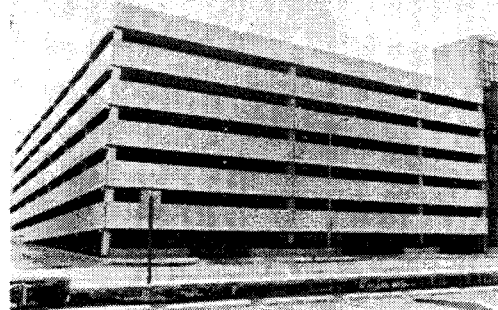
Parking Lot
31-47 East Maryland Street and 102-118 South Pennsylvania Street

Previously this site had a three-story commercial building (J. C. Perry & Company, a wholesale grocer), and a large three-story commercial block.

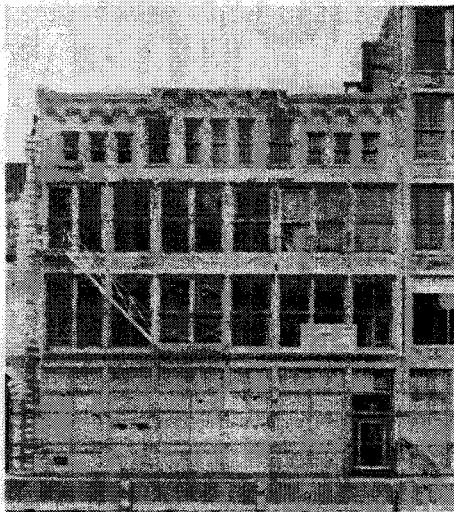


Parking Garage
121 East Maryland Street
1987

Historically known as 111-125 East Maryland Street, this is the former site of St. Mary German Catholic Church; a three and one-half story St. Mary's Academy; and a two and one-half story rectory. This seven-story concrete parking garage succeeds a 1920s parking garage, built after St. Mary Church was demolished.



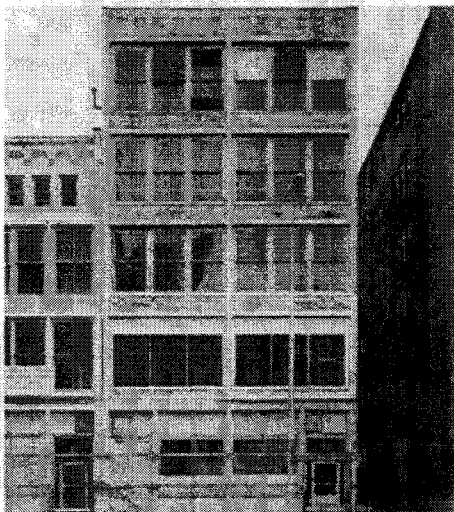
WEST MARYLAND STREET



Levey Brothers & Company Building
13-19 West Maryland Street
1889-90; demolished 1989

The firm of Levey Brothers & Company, printers, stationers, and blank book manufacturer, erected this modest factory and wholesale building for its expanding operations. The company was founded in 1848 by William P. Levey in Philadelphia. He moved the business to Madison, Indiana, and continued in the business until retirement in 1878. Under the leadership of his sons, William M. and Louis H. Levey, the firm moved to Indianapolis in 1883; and by 1885, the firm occupied Elliott's Block at 14-22 West Maryland. Levey Brothers & Company erected this building in 1889-90 and occupied it in 1890. Levey Brothers moved to new quarters at 226-240 West Ohio Street in 1905. The Star Millinery Company, wholesale milliner, occupied the building beginning in 1908 and remained for most of the twentieth century.

The original brick and cast-iron facade is intact, except for the loss of the centered parapet pediment. This four-story brick building has an "L" plan fronting both Maryland Street and the alley. The facade is void of ornamentation except for the brick corbeling and the terra cotta accents in the cornice. The main facade is composed of cast-iron mullions, framing, and brick banding between the stories.



Levey Brothers & Company Annex
21-23 West Maryland Street
1900-01; demolished 1989

As the printing and stationery business of the Levey Brothers & Company continued to grow, it erected this addition to the west of its 1889-90 building. Printing activities of other firms occupied the building until the 1980s.

This five-story building has brick walls, but a steel-beam frame independent of the Levey Brothers & Company building to the east and south. It is very modern in appearance with the walls consisting only of narrow bands of frame work and banks of windows, void of ornamentation.

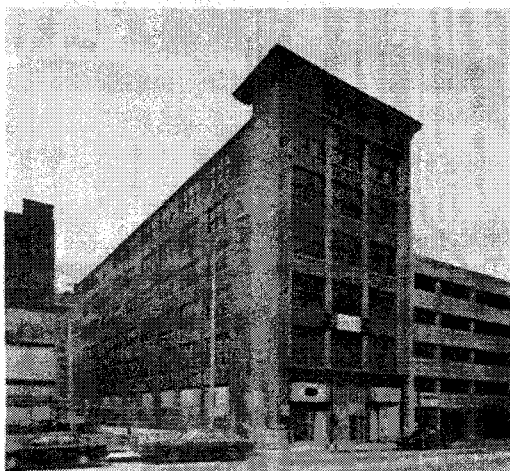
J. F. Darmody Company Building
25 West Maryland Street

1904-05; P. C. Rubush & Company, architects; 1911; Rubush & Hunter, architects; Jones Brothers, Contractors; demolished 1990

This 1904-05 building was owned and occupied by the J. F. Darmody Company, one of several candy manufacturers and wholesalers located in the Wholesale District. Originally the building consisted of just three floors; however, three additional stories were added. The original building was designed by Preston C. Rubush. His firm, P. C. Rubush & Company, existed from 1900 until 1905 when he formed the famous architectural firm of Rubush and Hunter with Edgar O. Hunter. Rubush and Hunter designed the three-story addition in 1911. The Darmody Company operated here through the late 1930s.

This 6-story brick building has a front facade divided into 3 bays. The first floor of the front is framed by a cast-iron storefront with a moulded limestone cornice. The original wooden storefront has been replaced by aluminum-framed doors and windows. The second through sixth floors of the front facade are enframed by a decorated limestone moulding with two limestone pilasters articulating the bays and terminating with foliated capitals. Each bay is further articulated by paired, double-hung windows. A classical copper cornice wraps around to the alley (east) facade. The east and rear (south) facades are pierced with regularly spaced double-hung windows in groups of three. A memorial plaque notes the site as that of the city's first Methodist Church in 1821.

The Darmody Building, Levey Building and Annex were demolished in 1989 and 1990 pursuant to the Memorandum of Agreement with the Advisory Council on Historic Preservation for the Circle Centre Development Project. The main facades were recorded and dismantled to be reused in the project.



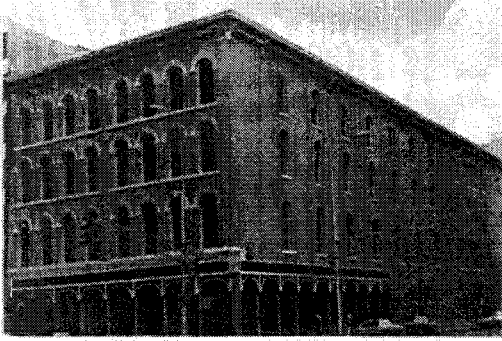
Hotel Spink - Jackson Place
 233-235 McCrea Street
 1924: E. G. Spink Company, architect & builder

Occupying a median position in price and quality of accommodation between the Severin and the Meridian was Hotel Spink. The Spink was a late arrival in the Wholesale District but occupied a choice location on Jackson Place, opposite the still-bustling Union Station. The entrepreneur responsible for the hotel, Edgar G. Spink (1867-1927), headed a construction and management company that erected some sixty apartment buildings in Indianapolis between 1900 and 1930 including the Marrott Hotel. Hotel Spink became the Barnes Hotel when it was sold to James I. Barnes of Logansport and his seven daughters in May 1941.

This twelve-story building has reinforced concrete frame, floors and roof. The exterior skin is varied red brick, with terra cotta and limestone details. The terra cotta elements include the rusticated piers, dividing the base into three bays and defining the corners; window sills and lintels; decorated cornice; parapet cresting; and decorative window frames. The glazed terra cotta is patterned and colored to give the appearance of grey granite. The top story windows are elaborately framed with broken pediments. The west elevation, facing McCrea Street, is three bays wide with the center bay having a pair of entrance doors and a metal canopy. The north elevation on Jackson Place is six bays wide with three entrance doors. The east elevation has three windows on floors 7 through 12. The south elevation has seven windows located on the recessed walls on floors 2 through 12. Both the east and the south elevation are abutted by other masonry buildings. The 1970 HUD remodeling of the interior eliminated all original interior walls, ceilings, flooring and interior trim material. No historic windows or storefronts have survived. The building was rehabilitated again in 1986 for commercial office use.



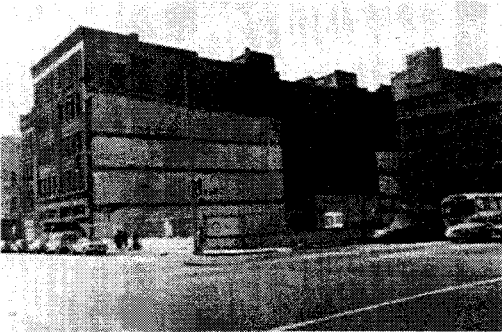
SOUTH MERIDIAN STREET



Morrison's Block - Morrison Opera Place
47 South Meridian Street
1871

Morrison's Block was built by a leading city entrepreneur of the Civil War era, William H. Morrison, as an investment. On the same site in the 1860s, he had erected Morrison's Opera House, destroyed by fire on January 17, 1870. Morrison's Block consisted, as the name "block" implied in the Victorian period, of two separate buildings sharing the same roof and facade. It is one of the largest Victorian "blocks" remaining in the wholesale district. Wholesale grocers and furniture dealers primarily occupied the two halves of Morrison's Block during the late nineteenth century and early twentieth century, including such firms as Severin, Ostermeyer and Co. (wholesale grocers), William L. Elder (furniture manufacturer and dealer), and M. O'Connor and Company (wholesale grocers). M. O'Connor and Company was founded by Michael O'Connor (1838-1916), a native of Ireland and a major benefactor of the Catholic Cathedral of St. Peter and Paul. The O'Connor firm occupied the building from 1896 to 1924. From 1924 to 1966 the Colonial Furniture Company occupied the entire building followed by Peoples Outfitting until 1977. In 1979-80, the property was rehabilitated. The project used the Investment Tax Credit and resulted in the removal of an enameled metal skin added in the late 1940s. The rehabilitation was designed by the local architectural firm of Archonics and renamed the Morrison Opera Place. The building was individually listed on the National Register in 1979.

The four-story, brick Morrison's Block is an example of a double commercial building with an interior, load-bearing wall dividing the brick structure longitudinally into two portions. The eight bays of the three upper stories of the facade are united by the typical arcade motif. As part of the rehabilitation, the bracketed Italianate entablature was reproduced based on the original. A new storefront inspired by the original was also added along both the Meridian Street and part of the Maryland Street facades.



Vacant Lot
102 South Meridian Street

On this location stood the Schnull's Block, the first wholesale commercial building erected in the Wholesale District. It collapsed and was demolished in the summer of 1988. It was constructed for Henry Schnull, the "Father of the Wholesale District," in 1863.



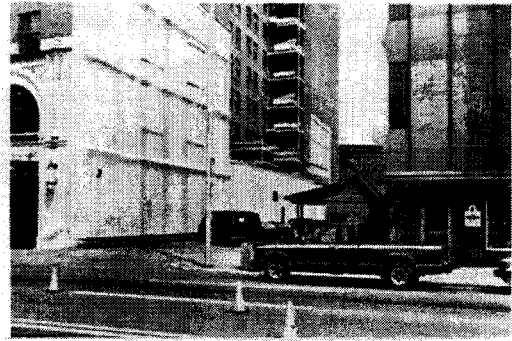
Big Four Building - Chesapeake Building
105 South Meridian Street
1929-30: D.A. Bohlen & Son, architects; Alexander Sangernebo, sculptor

Built in 1929-30, the Big Four Building was owned by the Cleveland, Cincinnati, Chicago and St. Louis Railway, also known as the Big Four Railroad. The building was erected in the Wholesale District to be close to the Big Four Railroad's freight and passenger operations to the south. The Big Four erected the headquarters, one of the last office buildings completed before the Depression, because of the industrial growth Indianapolis had experienced following World War I. When completed, railroad employees occupied seven floors of the nine-story building. That proportion decreased as the New York Central System, the parent company of the Big Four, declined. Known for many years as the Amax Coal Company building, the structure was renamed the Chesapeake Building in 1986.

The nine-story Big Four Building is built of a concrete frame, floors, and roof. Rectangular in plan, it is eleven bays wide along East Maryland Street and three bays wide on South Meridian. Except for the central bay of the Meridian elevation and the ground floor storefronts, each bay consists of two rectangular windows separated by vertical strips. In contrast to the brown brick, the first two floors are clad in stone with stylized, low relief ornamentation at the second floor. The greatest concentration of ornamentation occurs above the ninth floor with terra-cotta detailing that features fluted and reeded motifs. In placement, texture, and spirit, this ornamentation exhibits features of both the Art Deco and Gothic styles.

Parking Lot
109 South Meridian Street

This was formerly the site of a three-story, commercial building.

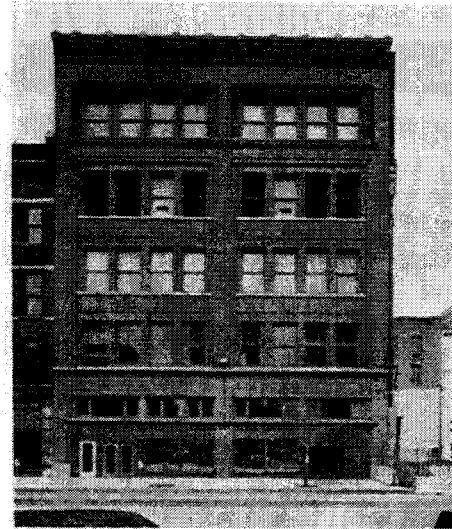


Schnull and Company Building
110-114 South Meridian Street
1897; Vonnegut & Bohn, architects; demolished 1990.

One of the giants of Indianapolis commerce in the late nineteenth century, Henry Schnull, erected this edifice as the headquarters for his wholesale grocery firm after the fire of December 3, 1895 destroyed the 1860s commercial block which he had previously erected on the site. Schnull and Company dominated the Indianapolis wholesale grocers trade until the 1930s. Dating back to 1855, Schnull & Company was one of many businesses started by Henry Schnull in his long, successful business career in Indianapolis. Schnull (1833-1905) emigrated from Westphalia in 1852 with some business experience. He started a retail grocery business in Indianapolis with Frederick P. Rusch in 1855, which later became A. and H. Schnull & Company with his brother, August, as a partner. The retail business ended in 1860 and the Schnulls turned their attention to the wholesale trade and to developing the Wholesale District. Noted as the "Father of the Wholesale District," by local historian J. P. Dunn, Schnull erected the first business block on South Meridian in 1863 at the southwest corner of Meridian and Maryland Streets known as the Schnull's Block. The Schnulls sold their business in 1865 and that same year founded Merchants National Bank with Volney T. Malott, David Macy and Alexander Metzger. Henry Schnull served as the bank's first president from 1865 to 1866. In 1868, he formed the wholesale grocery firm of Severin, Schnull & Company in partnership with Henry Severin, father of the founder of the Hotel Severin. Between 1872 and 1877, he was a hotelier but returned to the wholesale grocery business in 1877 with Schnull & Krag. This firm became Schnull & Company in 1889. The company developed the Phoenix Brand of packaged food to symbolize the firm's rebirth after the 1895 fire and pioneered vacuum-packed coffee in 1922. The Schnull and Company firm occupied this building until mid-1924 when it moved to Kentucky Avenue. Taylor Carpet Company occupied the building in the 1920s. From 1937 to the 1960s Hibben, Kollweg & Company occupied it, followed by usage as an L.S. Ayres and Co. warehouse. LaScala Restaurant occupied the building from 1977 to the mid-1980s. The building's design is the work of the architectural firm of Vonnegut & Bohn. Schnull's son-in-law, Bernard Vonnegut, was one of the most accomplished local architects of the period and co-founder of the architectural firm.

This 5-story building features an eight bay wide facade of light brown brick, which is divided vertically into two symmetrical design units. The first floor storefronts, which featured expansive plate glass windows, have been lost through successive remodelings. The upper floors exhibit plain, regularly spaced, rectangular window openings. The fifth floor windows are distinguished by a terra-cotta enframing and projecting sills and are separated by terra-cotta pilaster mullions. The building retains its original, detailed cornice and high parapet. Limestone is employed in the plinth and window sills. The Schnull bears some resemblance to the Geddes-Brown Shoe Company Building at 207-209 South Meridian.

The Schnull & Company Building was demolished in 1990 pursuant to the Memorandum of Agreement with the Advisory Council on Historic Preservation for the Circe Centre Development project.



SOUTH MERIDIAN STREET



John Bright Coffee Warehouse
111 South Meridian
1914

Built in 1914 as the John Bright & Son Wholesale Coffee Warehouse it functioned as such until 1937. While it is surrounded by parking lots today, when it was built it was surrounded by other wholesale warehouses. Since 1937, the building has housed the William Burford Printing Company, an automotive hardware distributor, and a luggage store.

This five-story building is of fire-proof, masonry construction with concrete floors and frame. The side and rear walls are faced with bricks. The main (west) facade on Meridian was covered over with glass and masonry panels in the 1960's. The original facade was composed of dark brick and terra cotta or limestone elements, used to articulate the spandrels, 2-end piers, mullions, cornice, and pediment. The pediment was inscribed with "BRIGHT"



Parking Lot
113 South Meridian Street

On this site formerly stood a four-story commercial building that housed the Laymon Carey Company, a wholesale hardware firm.



Wiles, Coffin & Company Building
117-119 South Meridian Street
circa 1879-80

The Wiles, Coffin & Company Building was built around 1879-80 by Robert S. McKee, a prominent wholesale and retail boot and shoe merchant in the wholesale district. The building appears to have been a rental property for McKee, who built the McKee Building at 202-204 South Meridian Street in 1888-89 to house his business. The earliest occupant appears to be Wiles, Coffin & Company, a wholesale grocery firm, from 1880 until the 1890s. Other occupants included a stove company, a tobacco wholesaler, and an office furniture company until the late 1920s. Kipp Brothers occupied the building from 1901 to 1948. Since the late 1950s, the occupant has been Krieg Brothers, a Catholic supply and bookstore.

Except for its 1950's storefront the historical character of this three-story, brick, commercial building is intact. The main (west) facade is divided into four bays. Each window has a stone sill and lintel. A stamped, sheet-metal cornice augments the limestone corbel table and frieze in composing the entablature. The south facade along the alley is punctuated by segmented-arched windows and doors.

SOUTH MERIDIAN STREET

Malott Building
118 South Meridian Street
1896; demolished 1990

The Malott Building was built in 1896 as an investment property for Volney T. Malott (1838-1921). He was one of the co-founders, original directors, and early presidents (1878-82) of Merchants National Bank in partnership with August and Henry Schnull and others. He also was president and chairman of the board of directors of Indiana National Bank (1912-1921) and general manager of the Indianapolis Union Railway Company during the construction of the present Union Station. The building's first occupant was the C. P. Lesh Paper Company until 1908. It was followed by the Brunswick-Balke-Collender Company, specializing in the manufacture of billiards tables, bowling alleys, carom and pocket-billiards tables. By 1924, the structure was occupied by the Central Rubber & Supply Company, a distributor of rubber products, automobile accessories and tires.

This four-story, brick building was originally twice the present size extending southward to Chesapeake Street. The southern half, which was identical to the surviving portion, was demolished for parking sometime between 1955 and 1969. Features of the facade include an elaborate corbelled parapet with two finials, limestone lintel and sill courses rock-face, limestone pier based, and blind arches with decorative tympanum. The windows have one-over-one, double-hung, wooden sash. The Malott Building was demolished in 1990 pursuant to the Memorandum of Agreement with the Advisory Council on Historic Preservation for the Circle Centre Development Project. The main facade was recorded and dismantled to be reused in the project.



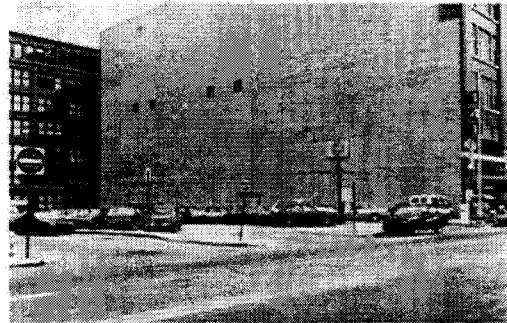
(At left in the photo above)

Parking Lot
120 South Meridian Street

This is the former location of the southern half of the Malott Building, a four-story brick structure.

Parking Lot
121-125 South Meridian Street

This is the previous location of a three-story commercial building.



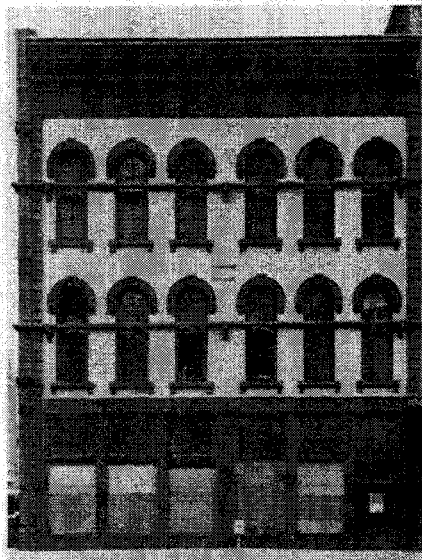
Schnull - A. Jones Building
122 South Meridian Street
1866-67; demolished 1990

Henry Schnull, "father of the Wholesale District", built this commercial building as a rental property in 1866-67 as part of his plan to establish the Wholesale District along South Meridian. Originally constructed, it was part of a 3-story commercial block, indistinguishable from its neighbor to the south. The fourth floor was added early in the twentieth century. The second story fenestration was altered sometime between 1907 and 1914. The first occupant was the A. Jones & Company, a wholesale grocery firm, followed by other wholesalers. The Dolmetsch Company, a wholesaler of druggists' and stationers' sundries, toys and fancy goods, located here after being displaced by the disastrous 1905 Fahnley & McCrea fire in the 200 block of South Meridian.

This four-story, brick building has undergone a number of changes since its construction, the most recent being the covering of the first floor and the boarding of the windows. Through its evolution the building features a different fenestration style on each floor. A rosetted steel beam serves as the lintel for the four transomed windows. The three second-story windows have limestone sills and incised round-arched window hoods. The second and third stories are vertically framed by limestone quoins. The fourth floor is ornamented by pilasters, entablature and three windows framed and slightly projecting with brick and stone. The alley (north) facade is articulated by the segmented arched doors and windows with limestone sills. The Schnull - A. Jones was demolished in 1990 pursuant to the Memorandum of Agreement with the Advisory Council on Historic Preservation for the Circle Centre Development Project. The main facade was recorded and dismantled to be reused in the project.



SOUTH MERIDIAN STREET



House of Crane
124 South Meridian Street
1866; demolished 1990.

Although this building does not appear on A. Warner's 1866 Map of Marion County, Indiana, its builder, Edward Beck, secured the right "to erect a building of brick and masonry work" with the south wall built on the next lot (5) south on July 27, 1866. This end wall was to serve as a party wall when the adjacent southern building was constructed. Beck's building originally shared the design of its facade with the building to the north (Schnull - A. Jones) which was built by Schnull. During the 1860s and 1870s, Beck's building housed several wholesale firms dealing in hats and caps and several wholesale liquor merchants. Later, Hanson, VanCamp and Company, a major wholesale hardware and iron firm occupied the building, followed by wholesale grocer - the Kothe, Wells, and Bauer Company from 1898 to 1909. Ultimately, the House of Crane, a wholesale cigar firm, took over the building for a 65-year period, remodeling the storefront and the interior.

Because so much of its historic fabric has survived intact to the present day, the House of Crane is an excellent representative of a commercial/wholesale building of the 1860s. This brick, 3-story, 6-bay, brick building features elements of the Italianate style, namely: the dressed stone quoins; the incised, round-arch molded hoods of the tall, windows; and the bracketed wood cornice. The plain frieze under the cornice was designed to receive the residing business' painted advertising, formerly an integral part of late 19th century facade enrichment. The storefront, with its transoms of Luxfer glass blocks, is an early 1900s remodeling of the ground floor; tall, Corinthian cast-iron columns once graced the original design. The House of Crane was demolished in 1990 with its main facade retained in place pursuant to the Memorandum of Agreement with the Advisory Council on Historic Preservation for the Circle Centre Development Project. The facade will be reused in the project.

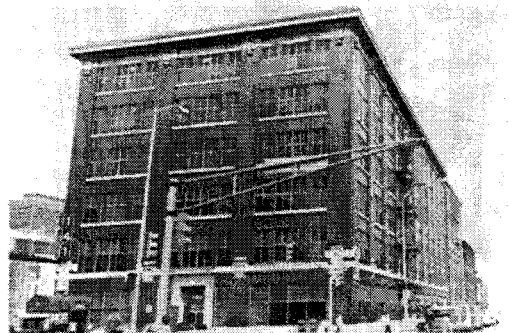
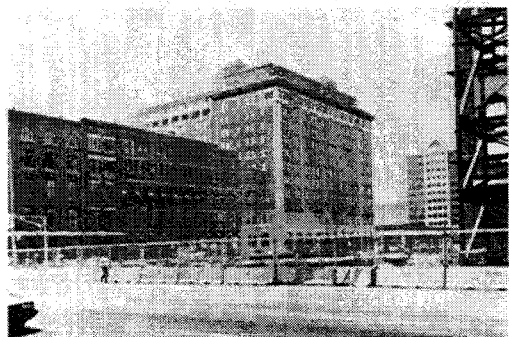
Parking Lot
128-142 South Meridian Street

Previously on this location stood the Mutual China Company, a three and one-half story commercial building with a cast-iron facade. Mutual China, a wholesale district institution, was founded in 1869 as Hollweg & Reese by Louis Hollweg, co-founder of Hibben & Hollweg, wholesaler grocers. The building was designed by Vonnegut & Bohn.

Hibben, Hollweg & Company Building
141-143 South Meridian Street
1911-12; Vonnegut & Bohn, architects

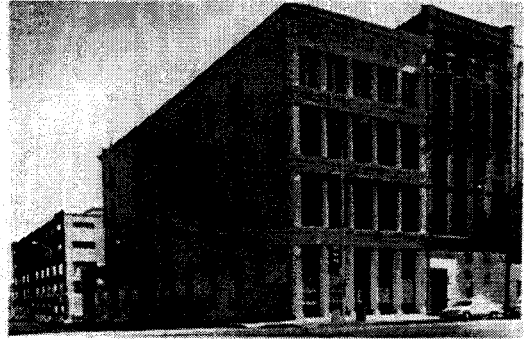
The largest wholesale house ever built in the Wholesale District stands at Georgia and Meridian Streets. The former Hibben, Hollweg and Company Building represents the Wholesale District at its height. Erected by what eventually became the city's largest wholesale dry goods firm, the new building replaced a Second Empire-styled building on the same site. Hibben, Hollweg & Company was founded in 1867 in the Wholesale District as Hibben, Tarkington & Company. The firm's name changed to Hibben, Kennedy & Company in 1871 and was located at the site of the present building. The name changed again to Hibben, Pattison & Company in 1875, then to Murphy, Hibben & Company in 1880. The firm was described in 1883 as having "one of the most extensive and comprehensive stocks of dry goods, etc. to be found at any establishment west of the Allegheny Mountains." It offered a wide range of foreign and domestic dry goods including linens, woollens, curtains, and floor coverings. The firm also manufactured its own line of work clothing. The firm of Hibben, Hollweg & Company was founded in the early 1890s when Louis Hollweg became partners with H. B. and T. E. Hibben, sons of founder James S. Hibben. Hollweg founded the wholesale stoneware and crockery firm of Hollweg & Reese in 1869 becoming the Mutual China Company in 1915. Hollweg purchased the land for the new building in 1910 and his heirs sold it to the company in 1916. In 1936, the State of Indiana leased the building to house its public welfare, employment, compensation, and income tax agencies. Hibben, Hollweg & Company moved its operations to the Schnull & Company Building at 110-116 South Meridian after vacating its leased building.

This six-story wholesale building is of brick construction. The prominent features of this building are the full-length brick piers dividing the Meridian Street facade into 3 bays and the Georgia Street facade into 10 bays. The piers begin at grade resting on a continuous limestone plinth. A limestone cornice band separates the first floor from the second. The piers bear limestone swag ornaments at this level. The architrave begins with a limestone lintel band, punctuated by sheet-metal cornice. The coped parapet reflects the piers. The main entrance on Meridian is framed with moulded limestone with a cornice. All of the original windows and doors have been replaced by aluminum framed doors and fixed windows.



Bryam, Cornelius & Company Building
201 South Meridian Street
1871-72

The Bryam, Cornelius & Company Building presents the oldest remaining full cast-iron facade in Indianapolis. The prominent siting of this structure, at the intersection of Georgia and South Meridian Streets, allows the full visual comprehension of this method of construction made possible by the technological advances of the Industrial Revolution as applied to the American art of building, 1845-1880. The building housed the Bryam, Cornelius Company, wholesale purveyors of dry goods and notions from 1872 to 1888. On August 15, 1888, the building was leased to the D. P. Erwin Company, and the dry goods wholesaler; this company's location in the district at 211-217 South Meridian Street was destroyed by a disastrous fire on January 13, 1888. In 1903, the National Candy Company leased the building as a factory, remaining until the 1920s. The building continued to be a leased property, until the present owners began restoration work. As with most buildings in the district between 1950-1980, only the first floor was occupied. The original storage areas were unused. Portions of the building were rehabilitated in 1984.



The oldest remaining facade entirely of cast iron in the city, this building exemplifies the full development of cast-iron design. Although it has lost some of its enriching detail, the strong vertical division of the five bays and horizontal articulation of its four floors plus attic are still striking. At the facade's first floor level, the tall cast-iron columns allow for an open, glazed storefront. The second and third floors feature round-arched windows between columns, the capitals of which (now gone) varied by floor - Ionic at the second and Corinthian at the third. The fourth floor features pairs of narrow, rectangular windows recessed between pilasters, which also exhibited capitals. The original cornice was supported by heavy Italianate brackets, paired at the Meridian Street elevation between elliptical frieze windows, and regularly spaced along the long Georgia Street facade.

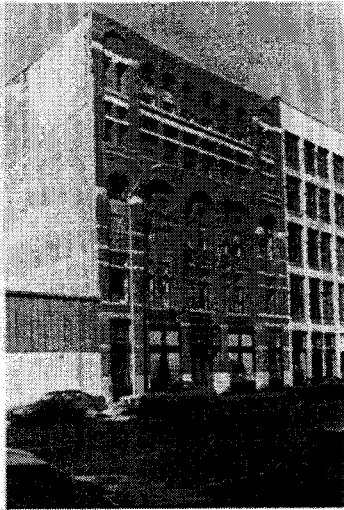
McKee Building
202-04 South Meridian Street
1888-89: R. P. Daggett & Company, architect

Located in the heart of Indianapolis' old wholesale district, the McKee Building recalls an energetic family of merchants and their wholesale boot and shoe firm. The founder of the company, Robert S. McKee (1823-1903) left County Down, Ireland at age thirteen and immigrated to the United States. He engaged in wholesale groceries and banks in Madison, Indiana and Louisville. In 1872, McKee moved to Indianapolis and established McKee and Branham, a wholesale boot and shoe partnership. By 1888 McKee decided to build a large and impressive edifice to house his prospering business. McKee chose local architect, Robert Platt Daggett, to design the building. Daggett had already designed many of the leading commercial buildings and fine residences of the post-Civil War era. One of the Daggett firm's specialties during the 1870s had been designing iron-fronted business buildings such as the Vajen's Exchange Block of 1872. The McKee family incorporated its business in 1896, as the McKee Shoe Company. By 1897, the McKee Shoe Company had become the only wholesale boot and shoe firm in the city and the largest such company in the state. After McKee's death in 1903, the family leased the building to the Crowder-Mason (later Crowder-Cooper) Shoe Company. In 1914, the Havens and Geddes Company, a dry goods wholesaler, leased the building. The 1920s saw the lease of the McKee Building to the Century Furniture Company, while the 1930s brought the occupancy of the Indianapolis Hosiery Company. In the 1940s, the McKee Building was leased as a furniture warehouse. In the late 1950s, the Associated Distributors, Inc. firm (located next door) took over the McKee Building for additional warehouse space. Throughout the 1960s to early 1980s, the McKee and D. P. Erwin & Company buildings were utilized as one entity. A group of investors headed by Indianapolis apartment developer Robert Borns, acquired the two vacant McKee and Erwin buildings in 1981 and conducted a restoration of the facades and rehabilitation of the interiors for a restaurant on the ground floor and offices elsewhere.

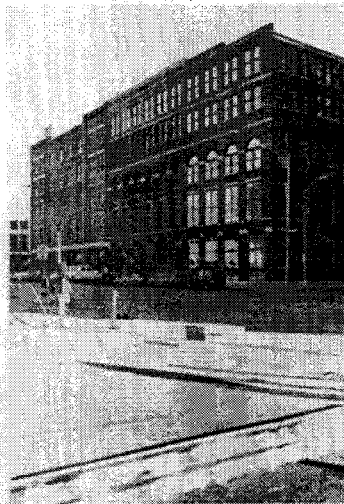


The galvanized iron facade of the five-story McKee Building stylistically represents a break with the cast iron facade design of the previous generation. The uniform post-and-lintel grid of the four bays of the upper stories received minor differentiation through applied, geometric detailing, much of which has been lost from deterioration. The Meridian Street elevation of brick with stone detail relies upon traditional materials, composition, and forms. The storefronts have recently been revealed during the building's restoration, but the original sheet-metal cornice and pediments are missing. The building was rehabilitated in 1982-83.

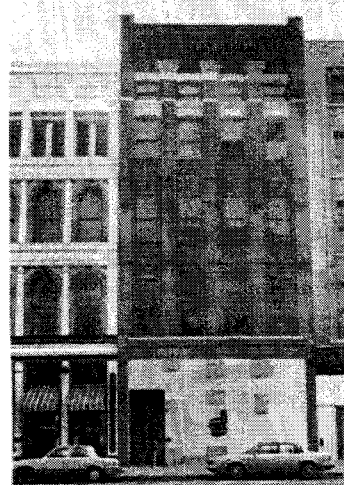
SOUTH MERIDIAN STREET



Meridian Street facade



Georgia Street facade



D. P. Erwin and Company Building
206-14 South Meridian Street and
17-25 West Georgia Street
1889-90, 1890, 1900, and circa 1915

This unusual L-shaped building adjoining the McKee Building was constructed to house one of the largest wholesale dry goods firms of the 1890s. D. P. Erwin and Company, Daniel P. Erwin (1844-1902), head of the Erwin Company, arrived in Indianapolis from Cincinnati in 1880, fresh from success there as a wholesale merchant. In 1884 Erwin organized the wholesale dry goods firm that became D. P. Erwin and Company. In 1887, Erwin purchased the wholesale dry goods business of a long-established competitor, Byram, Cornelius and Company. The following year Erwin negotiated with the Berkshire Life Insurance Company to erect a spacious building for his firm just south of Georgia on Meridian Street. The result, which Erwin leased in 1890, presented an imposing Romanesque Revival facade on Meridian Street and a secondary facade on McCrea Street to the west. That same year, Erwin erected a wing to the north to front on Georgia Street, thus forming an L-shape around the McKee Building on the corner. When the Erwin Company continued to grow, another story was added to the Georgia Street section about 1900. In 1899, Erwin sold his interests in the company to the Havens and Geddes Company of Terre Haute. Elisha Havens and Robert Geddes conducted a profitable wholesale dry goods operation in the Erwin Building until 1928. In 1915, they erected an addition to the west of the Georgia Street section of the building and leased the McKee Building, greatly enlarging their operation. The Erwin Building began a new phase of existence as a warehouse in the 1930s, first for the Chicago department store Carson, Pirie, Scott and Company, and later for the Ideal Furniture Company. Associated Distributors, Inc. began a 30-year stay in 1946, returning a semblance of wholesale operations with its distribution of electrical appliances. The building was rehabilitated in 1982-83 after several years of vacancy.

This five-story building of brick construction with wooden posts exhibits a strongly articulated facade. The deeply recessed fenestration accentuates the compositional elements of the Romanesque Revival style, which vary at each floor level. The trabeated fourth floor serves as an effective foil to the two-story high arcade of the second and third floors and the arcading of the fifth floor. Of note is the fine terra-cotta detailing, especially at the spandrels between the second and third floors and the pier capitals. Limestone is used to accent the brick and terra cotta and serves as lintels and sills. The secondary facades along Georgia and McCrea Streets repeat the design elements and patterns of the main facade.

George W. Stout Building
207-09 South Meridian Street
1888; John H. Stem, architect

Following the disastrous fire of January 13, 1888, the wholesale grocery house of George W. Stout was rebuilt. Stout's father Furman Stout founded the firm in 1871 and occupied the site in 1876. The five-story building, with its richly articulated surface of pressed brick and limestone trim in the Romanesque Revival style, was designed by John H. Stem specifically for the Stout firm. Stem was an Indianapolis architect working between 1874 and 1908. His work included designs for the Third Christian Church and the Cyclorama building. In 1877, F. Stout and Son was listed in the City Directory as wholesale grocers, provision dealers, packers of salt fish, and sole agents for "the Diamond Syrup". In 1895 and 1900, the George W. Stout wholesale house suffered extensive fire damage. In 1895, \$100,000 of stock was damaged and the south wall of the building was destroyed. A similar fire on February 2, 1900 destroyed the floors, completely gutting the building. By 1911, it was occupied by the Ward Brothers Drug Company, a wholesale house; in the 1920s by a lamp supplier; and by a wholesale paper company in the 1930 and 1940s.

While only the frame of the tall, first-floor iron front of this building has survived alterations, the upper four floors of pressed brick retain all the elements that richly articulate the face. The four bays are divided by brick piers; those at third floor level are ornamented with brick corbels terminating in richly ornamental terra cotta bosses, while the truncated piers of the fifth floor exhibit Corinthian-like stone capitals. Other details of the facade include the corbel tabled parapet, tooled segmented-arched voussiors, and foliated terra cotta spandrels.

SOUTH MERIDIAN STREET

Geddes-Brown Shoe Company Building
211-217 South Meridian Street
1898-1899

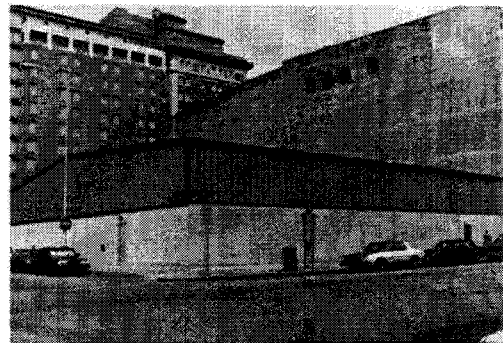
The present building was constructed by the widow of Lyman S. Ayres in 1898-1899 on the site of the O. P. Erwin & Company Building, the source of the disastrous South Meridian Street fire of January 13, 1888. This double wholesale house was never part of the L. S. Ayres retail department store, but was constructed as a speculative venture. The two-unit wholesale building was a financial success for its owners. The construction of this party-walled building had been placed on an important vacant site. The unit framing of the upper facade and of the original entrances visually created two separate entities. The units were rented immediately upon completion in early 1899. The entrance at 211-213 South Meridian was occupied by a newly organized grocery wholesale house of Brinkmeyer, Kuhn and Company. Previously George C. and Frederick J. Brinkmeyer were employed by the J. C. Perry and Company, a wholesale grocery firm. August Kuhn was and continued as president of Consolidated Coal and Lime Company. The southern portion (215-217) was leased to the Hendricks-Vance Company, a wholesale shoe company which had been located one block north on Meridian Street. This unit continued to be occupied by wholesale shoe houses through 1931. These included the H. H. O'Boyle and Company, Geddes-Brown Shoe Company (another enterprise of the Geddes family, see 206-214 South Meridian) and Crowder-Cooper Shoe Company. By 1914, 211-213 South Meridian had become a warehouse for Hibben-Hollweg and Company (see 141-143 South Meridian).



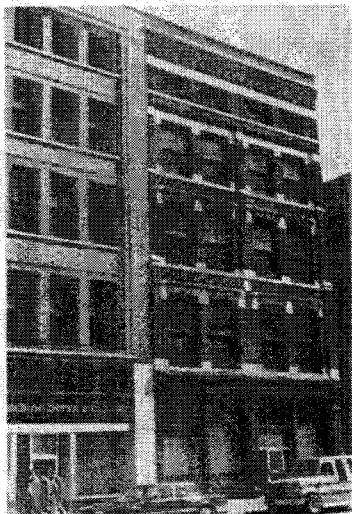
This five-story, gray-brick, commercial structure presents a facade composed of two, vertical, recessed, framed units, each containing four bays. The first floor of each unit has been completely altered. Originally the first floor entrances were centered in three-part, recessed glazed and paneled units. The original facade remains above the first floor level. Each recessed unit is articulated by a stepped brick course framed with a projecting limestone band which is finished with a running egg-and-dart motif. The underdecorated parapet, an alteration using two-colored gray brick, is finished with limestone coping. The building originally had a bracketed cornice and a crenelated parapet. The enframed two units are joined at the second floor level with a full-length limestone course containing a flat running wave pattern. The egg-and-dart limestone trim is applied below this course. Double-hung windows with single-light sashes are further recessed in the masonry wall of each unit. A continuous limestone sill projects to the level of the stepped brick frame. The building has brick walls with steel columns and floor beams.

Warehouse Building
216 South Meridian Street
Circa 1965

This sheet metal and concrete-block warehouse was constructed sometime between 1956 and 1969 on the site of an earlier 3-story commercial building and two 2-story commercial buildings facing Jackson Place and McCrea Street.



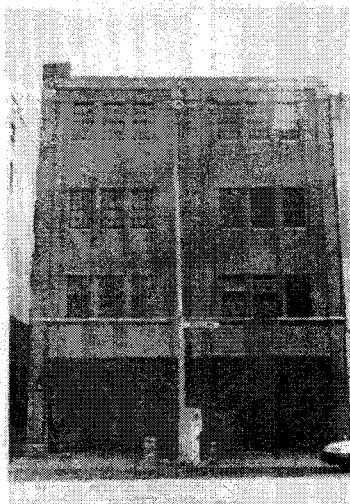
SOUTH MERIDIAN STREET



Pearson & Wetzel Building
219-21 South Meridian Street
1887-1888

The Pearson & Wetzel Building was one of the first buildings to be erected after the oil and natural gas boom struck. Built as an investment by Lewis T. Morris, the structure was leased wholly to the wholesale firm of Pearson & Wetzel, dealers in "china, glass, and queensware". The firm, owned by Charles D. Pearson and Henry Wetzel, was listed by the City Directory at this location from 1888 until 1897. The firm, then located on the west side of Meridian Street, had been a victim of the South Meridian Street fire of January 13, 1888. Beginning in 1898 the firm is listed as Charles D. Pearson & Company. By the mid 1920s, the E. C. Dolmetsch Company, wholesale importers of toys, fancy goods, and druggists' and stationers' sundries, was located at this address. Dolmetsch had previously been located at two other South Meridian Street addresses.

The facade of this late 1880s commercial building is well preserved; the loss of its metal cornice is one of the few minor changes it has undergone. The building is four and one-half stories in height, four bays wide, and a depth of over five times the building's width. All window openings of the facade are rectangular, a fact masked at the second and third floors by the splayed, gauged brick lintels of segmental arch form. Limestone contrasts with the dark brick and serves as the material for sills, string course, moulded labels and spring stones. The Hetherington and Berner cast-iron storefront possesses high integrity with the cornice, pilasters and wrought-iron grill work intact.



Hide, Leather & Belting Company
225-227 South Meridian Street
1926-1927

The Hide, Leather & Belting company was the first occupant of this structure. The business was founded in 1856 by John Fishback and in 1871 purchased and operated by George W. Snider and his partners. By 1876, Snider was the sole proprietor. The business produced and distributed harness and shoe leathers, shoe store and shoemakers' supplies, and belting of leather, rubber and cotton. The business distributed its wares throughout Indiana and all neighboring states. Although the facade gives the appearance of unified construction, this building consists of two structures. The northern portion, (225) extending along the alley, was constructed in 1926-27. The southern half (227) of the building is a 19th century structure with the 1926-27 facade applied to the new structure to the north. 227 originally was a section of a large, three-story, brick commercial block structure. Its facade was identical to 235 S. Meridian, the only intact, surviving section of the block. The Hide, Leather & Belting Co. remained here until the early 1930s and was succeeded as occupant by the Indiana Division of the Central Ohio Paper Co. from the mid 1930s until the late 1940s. In the early 1950s the Indiana Income Tax Division was occupant followed by used as a service building and warehouse for retail stores.

This four-story building has a reinforced concrete frame in its northern half (225) and brick construction in the southern half (227). The facade is some what reminiscent of the train shed and concourse of the nearby Union Station with the brick color and industrial appearance and metal sash windows, large segmented-arched openings accommodate the two shop front. The only decorative elements are the stark neo-Gothic belt course and parapet coping and some brick work patterns.



Commercial Building
229-233 South Meridian Street
1864

Built by Austin Morris' heirs in 1864, this is one of the older buildings in the Wholesale District. Its length was extended to the rear alley. Housing various wholesale businesses and warehouses through the 1940s its use is typical of buildings in the Wholesale District. From 1899 to 1916 it housed the Hendrickson and Lefler Wholesale Hat Company, and from 1916 to 1921 the Hide, Leather & Belt Company.

This three-story, brick, commercial building has had its historic facade covered over with a scored concrete finish. It was once part of a large commercial block. The present facade obscures the round-arched fenestration which was survived in the third floor of the Mayhew & Branham building immediately to the south (235). Behind the concrete front are two sections of the block with six bays and originally had a cast-iron storefront as seen at 235 South Meridian.

SOUTH MERIDIAN STREET

Ratti Building 234-238 South Meridian Street 1911

The Ratti Building was constructed in 1911 by Joseph Ratti on the site of the A. Kiefer & Company wholesale drug house. The Kiefer building was destroyed by the 1905 Fahmley & McCrea Fire. Joseph Ratti's printing firm was established in 1881 and was originally located in the Wholesale District at 122 South Illinois before moving to this location. In 1883, Ratti was described as "a practical printer and artistic designer of ornamental work." The Ratti firm was located here from 1911 until the 1940s. According to James J. Divita's Italians of Indianapolis, the Ratti family was the earliest Italian family in the city, coming from the Milan area.

This five-story masonry building is situated on the corner, displaying two finished facades. The features of both facades are the brick piers with limestone bases and capitals, separating the bays stretching from the second to the fifth floors. The bay divisions of the ground floor correspond to those created by the piers. Decorative details of this Neo-Classical industrial building include the pilasters, piers, frieze and cornice.



Mayhew & Branham Building 235 South Meridian Street 1865

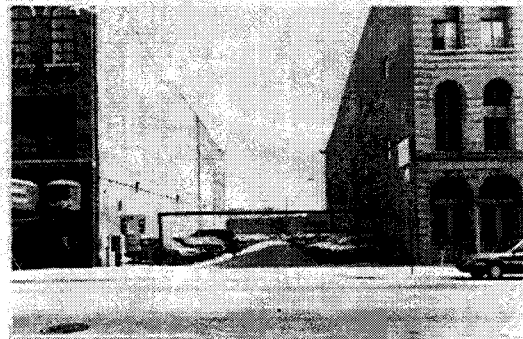
Built by George W. Maxfield in 1865, the building was purchased by Enoch C. Mayhew in 1867. When originally constructed, the building was part of a large three-story commercial block extending southward from the alley. The 1865-66 city directory lists the wholesale boot and shoe firm of Mayhew & Branham as an occupant here. Mayhew's firm occupied the building until 1870. After Mayhew sold the building in 1868, it served as a commercial rental property for many decades. The wholesale hardware and tinners' supply firm of Tanner, Sullivan and Talbott leased the building in the early 1890s. The Varney Electrical Supply Co. leased the building in the first decades of this century, beginning in 1902. The building was renovated in 1988 with the replacement of window sash and storefront fenestration.

This three-story building is of brick construction and is three bays wide. The main (west) facade has a three-bay cast-iron storefront with segmented-arched spandrels, columns and pilasters. The second-story fenestration consists of a three-window bank with double-hung sash. The third-floor fenestration consists of three, evenly spaced round-arched openings with decorated cast-iron hoods. This fenestration was original to the second story. Above each window is a metal-framed frieze vent, since bricked in. The parapet is decorated with a modest brickwork entablature. Limestone is in the window sill material.



Parking Lot 237-239 South Meridian Street

Previously at this location stood a three-story commercial building, and a four-story commercial building that housed the Indianapolis Saddlery Company.

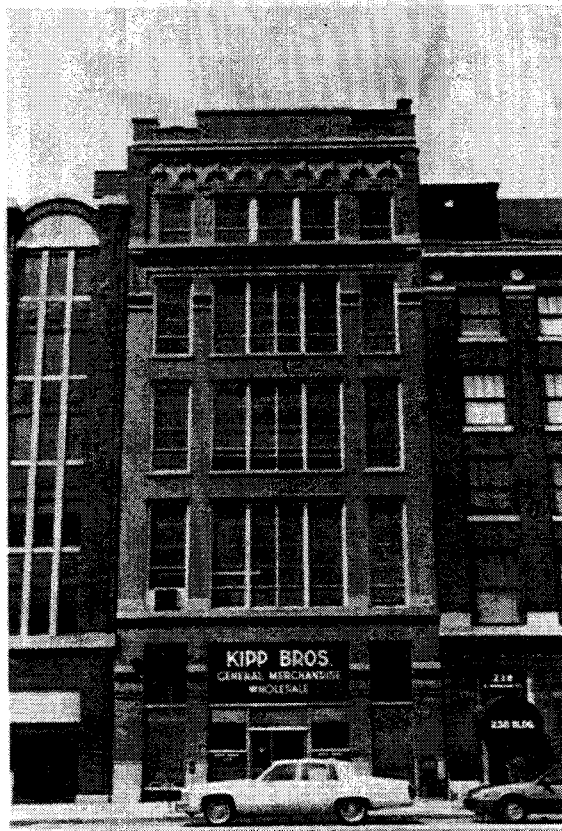


SOUTH MERIDIAN STREET

Fahnley & McCrea Millinery Company - Kipp Brothers Building
240-242 South Meridian Street and 237-239 McCrea Street
1905

This five-story building was built in 1905 by Frederick Fahnley following the disastrous fire of February 18, 1905. The fire started in the Fahnley & McCrea Millinery Company wholesale house on this site. The fire destroyed all the buildings in the block south of Jackson Place. Fahnley was co-founder and president of Fahnley & McCrea Millinery Company. A native of Wuertemberg, Germany, he arrived in Indianapolis in 1865 and founded the firm with Daniel Stiles and Rollin McCrea located in the east side of the 200 block of South Meridian. In 1875, the firm built its house on this site. To Rollin McCrea is attributed the name of McCrea Street. By the 1940s, Electronic Laboratories Inc. was the principal occupant with Fahnley & McCrea Inc. Since 1948, the building has been occupied by Kipp Brothers, a toy and party supply wholesaler. Kipp was founded in 1880 by Albrecht and Robert Kipp, natives of Westphalia, Germany. The firm was located in its own buildings at 37-39 South Meridian from 1880 to 1901 and at 117-119 South Meridian (both demolished) until 1948. Kipp Brothers today is one of the last wholesale businesses in the district.

This structure is very unusual with its two identical facades on McCrea and Meridian Streets. The facades of this 5-story brick commercial building are divided into three bays with the center bay being 2-1/2 times wider than the two flanking bays. The facades have a base level separated from the second level by a low-profile limestone cornice. The top story is the most ornamented with brick work and limestone capping the the building. The light-brown brick facade is highlighted with limestone sills, molded capitals and cornices. All the openings of the McCrea facade have been enclosed with concrete blocks and five doors, the metal fire escape further obscures the facade. All of the Meridian Street facade openings have been altered with aluminum framed doors and windows.



Meridian Street facade



McCrea Street facade

SOUTH MERIDIAN STREET

Rusch Building
243-47 South Meridian Street
1867-68

Frederick Paul Rusch, (also known as Rush) from Westphalia, Germany, immigrated to this country in 1853 at the age of nineteen. He dealt in flour, feed, and garden seeds. By the autumn of 1857, he had amplified the scope of his business through the buying and shipping of grain to become a leading produce and commission dealer on West Washington Street. Rusch purchased the lot and erected this building during 1867-68 as an investment; his enterprises never occupied it. From 1869, the building had separate owners and tenants for both the northern and southern sections. The southern portion (247) was inhabited by Pfau & Company, wholesale liquor dealer from 1869 to 1887. In 1888, Irving S. Gordon (1849-1907) occupied the structure with his wholesale saddlery business. Two years later he joined with William E. Kurtz to form Gordon-Kurtz, a firm which enjoyed the distinction of being the largest exclusively saddlery hardware house in America at the turn of the century. In 1898, they incorporated with the Indianapolis Saddlery Company and relocated to 237-241 South Meridian Street. Taylor & Smith moved from 243-245 to 247 South Meridian Street with its leather finds firm. By 1903, it had incorporated into Taylor Belting, producing shaftings, hangers, belting, wooden and iron pulleys, power transmissions, electric and mill supplies, and leather findings in the structure until 1954. In 1958, Danner Brothers Company, Inc. moved in its five cents, dime, to \$1.00 store. Danners remained until 1966 when again the structure was vacated for five more years. The final tenant (from 1972 to 1980) was the Indianapolis Latex Company specializing in rubber novelties and magicians supplies. The building was again vacated in 1980 and renovated in the 1980s and again in 1990-91.



The choice of a stone facade for a brick wholesale building was unusual in Indianapolis in the 1860s; its survival to the present day renders the Rusch Building a rarity. The structure is a typical three stories high, six bays wide, with a brick load-bearing wall dividing the building into a "double." The degree of refinement in its facade, however, is not typical of the district. Finely tooled blocks of smooth-faced ashlar are laid in regular courses with pronounced joints. Rusticated stone quoins and round-arched window lintels accent this stonework, as does the building's cornice with its small brackets. The first floor retains the original Renaissance style arcade with cast-iron columns, a feature that contributes much elegance to the facade's design.

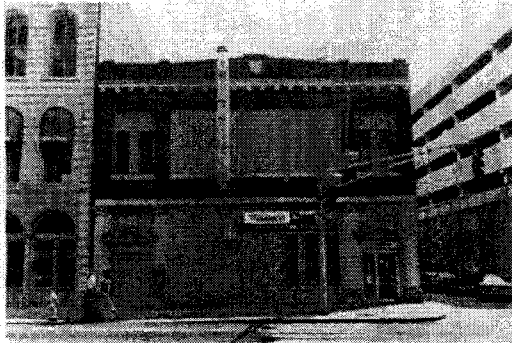
Meridian Hotel
244-50 South Meridian Street
1913-14

This hotel was constructed in 1913-14 on a corner site previously cleared by the disastrous Fahney & McCrea fire of 1905. Indianapolis real estate dealer Bert Essex developed the site and erected the Meridian Hotel to take advantage of the great influx of railroad passengers arriving to do business in the city. The Meridian's clientele was mainly train-traveling salesmen and travelers on limited budgets. In 1934, the hotel operation (then named the Meeker Hotel) became part of the Gilbert Hotel System which operated other hotels mostly in the south and the name changed to the Gilbert-Meeker Hotel. The hotel closed its doors in 1982 after more than a decade of declining business, the second last functioning hotel in the Wholesale District.

This six-story reinforced concrete structure has a dark brick exterior. The south elevation (Louisiana Street) of the building faces the Union Station train sheds and has three distinct bays while the east elevation (Meridian Street) has five bays. Both elevations are similar, with the bays being separated by projecting brick pilasters on all six levels. A limestone beltcourse separates the commercial storefronts from the upper levels. There are three windows in each of the bays on levels 2 through 6 with the exception of the center bay on the east elevation, which has only two windows. All windows on 2 through 6 are wood replacements with limestone sills and soldier course brick lintels. The windows on the end bays are separated by limestone pilaster-like mullions that are continuous from the beltcourse to the semi-circular, tooled limestone lintel above the sixth floor windows. The interior bays are capped with decorative limestone panels outlining a flattened arch.



SOUTH MERIDIAN STREET



American Railway Express Company Building
255-257 South Meridian Street
1907

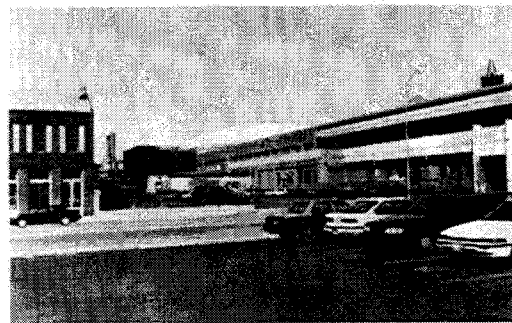
Close proximity to Union Station was the reason for the American Railway Express Company locating in this two-story commercial building with classical detailing. The Express Company was one of several in the area. It occupied the building immediately after construction in 1907 and had occupied the structure on the site before this one was constructed. In 1920, it moved to the building directly south (now demolished) after a merger with the Adams Express Company. After 1920, the ground floor was occupied by a variety of tenants including a cigar wholesaler and a real estate office. The Crown Garment Manufacturing Company occupied the second floor from 1907 to 1957.

This two-story commercial building is of brick construction. The Meridian Street (west) facade features classical detailing on the first floor, framing the two entrances with limestone pilasters and pediments. Limestone is found in lintel belt course separating the first and second stories, in the window sills, coping, cornice and the blank parapet escutcheon. Both floors underwent alterations in the 1970s with the removal of windows and doors and the addition of vertical board infill in window openings.



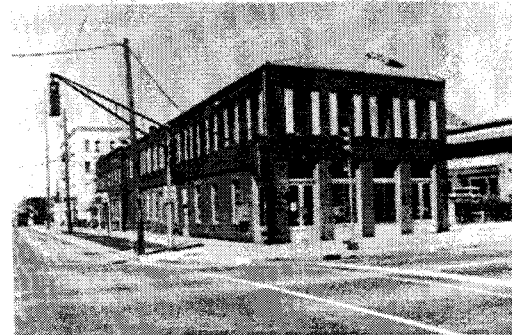
Parking Lot
261 South Meridian Street

This parking lot occupies the site of a two-story brick commercial building.



Parking Lot
358-368 South Meridian Street

This was the former site of a three-story commercial block of called the Centennial Block built in 1876. It was demolished in three phases, section by section in the twentieth century, with the last section removed in 1986.



Concordia House-Slippery Noodle Inn
372 South Meridian Street
1863-64

The oldest surviving hotel in the Wholesale District is also the oldest hotel building left in Indianapolis. Originally named the Concordia House by its first proprietor, Ferdinand Mottery, the building later became known in turn as the Tremont House and then as the Germania House. The Concordia House is the last remaining of the first generation of hotel "houses" built in the city after the opening of the 1853 Union Depot. The Concordia House was erected south of the old depot to be close to the "eating houses" and railroad offices located in the southern portion of the depot. Hotel guests probably grew fewer after the new railway station in 1888 turned the attention of arriving passengers to the north of the union tracks. In the 20th century, the Germania House was operated primarily as a rooming house and bar/restaurant for neighborhood patrons. The bar, now called "the Slippery Noodle Inn", was cited in 1977 by Historic Landmarks Foundation of Indiana as the oldest continuously operating bar/restaurant in the state and as one of the oldest surviving commercial buildings in the downtown.

The character of the old Concordia House has been obscured by a 1970s remodeling including aluminum siding, replacement windows and faux-stone siding covering the brick facades. The stone siding was removed in 1987 revealing the original store fronts and the segmental arched openings. It is the only building of this type surviving in the district. With its roof form, it is more characteristic of the residential buildings preceding the full commercial development of the district.

Century Building
 36 South Pennsylvania Street
 1901: Samuel H. Brubaker & Company, architects & engineers;
 J. A. Schumaker Company, contractor

The Century Building represents the commercial printing industry that coexisted with the wholesale trade in the Wholesale District. It grew out of the idea of a group of speculative investors that a large building, especially designed to support the heavy loads of printing presses, could attract many of the city's printing firms as tenants. The Century Building proved successful in luring printing firms, remaining one of the city's printing headquarters until taken over by the Veterans Administration for offices in 1946. In approximately 1975, the city of Indianapolis purchased the building from the United States General Services Administration. It served as the location of the city's Division of Community Services, Division of Employment and Training, and a variety of other Department of Administration offices. In 1982, the property was acquired by the Century Building Partnership. After a \$10 million renovation, designed by HDG Architects, the building was reopened in December of 1983 as offices.



This seven-story building of orange/brown brick was designed for the printing industry. Rectangular in plan, it stretches eleven bays wide along its principal facade on South Pennsylvania Street and seven bays along East Maryland Street. The ground floor features a stone entranceway arch of Romanesque form originally flanked by eight storefronts of plate glass between alternating brick piers and iron columns with Corinthian capitals. Except for the projecting corner bays, the upper floors are divided vertically into repetitive bays of Chicago style windows. The building formerly terminated in a projecting metal overhang at cornice level, which constitutes the only major exterior alteration.

Majestic Building
 47 South Pennsylvania Street
 1894-95: D. A. Bohlen & Son, architect;
 Wm. P. Jungclauss, contractor

The Majestic Building of 1894-95 was Indianapolis' first "skyscraper" with its thirteen stories. It remained the city's tallest building until the completion of the Merchant's National Bank Building in 1913. Built both as a headquarters for the Indianapolis Gas Company and as a speculative office building, the Majestic Building had more in common with the other first-class office buildings on the streets to the north than with the other buildings of the wholesale district. Despite its isolation from other retail and office buildings the Majestic Building was among the most prestigious offices in the city during the 1890s. The Indianapolis Gas Company merged with Citizens Gas Company in 1913 and Citizens Gas continued to occupy the Majestic until 1958 when Indiana Farm Bureau Co-op occupied the building. The Co-op occupied it until 1977. In 1980, the building was individually listed in the National Register and rehabilitated.

This ten-story office building of steel frame structure is basically square in plan with an east/west lightwell from second to tenth floor levels cut from the east elevation. The two principal facades are of Bedford limestone, the west facade on South Pennsylvania Street being symmetrical in design while the south one on East Maryland is asymmetrical; the two other elevations are of common brick. The horizontal division of floors into design units and the three part rhythm of composition mask the verticality of the building. The style relies upon an eclectic interpretation of classical elements. The carved ornamentation of the entrances, spandrels, and attic frieze features delicate garlands, festoons, and a fluttering ribbon motif. All window openings are rectangular, except for the round arches of the entranceways, the three central bays of the seventh floor, and the arcaded corner bays of the ninth floor. The building formerly exhibited a deep bracketed cornice and iron work balconies at the ninth floor's arcaded bays.



SOUTH PENNSYLVANIA STREET

C. A. Schrader Building
101-105 South Pennsylvania Street
1901: D. A. Bohlen & Son, architects;
William P. Jungclauss, contractor

At the beginning of the new century, a number of wholesale firms, including the C. A. Schrader Company, outgrew rented quarters and built large, imposing headquarters. The C.A. Schrader Building was erected in 1901 on the site of a former junkyard by William P. Jungclauss after the designs of D. A. Bohlen and Son. The C. A. Schrader Company was located here until it moved to a new facility in 1953. Christian A. Schrader and his brother, Henry F., organized this wholesale grocery firm in 1886 under the name of Schrader Brothers. After Henry's death, Christian renamed the firm C. A. Schrader Company. John and C.S. Ober of the Business Furniture Corporation (BFC) purchased the building in 1955. After remodeling the building the BFC moved in and has been there ever since. The corporation was founded by C. S. Ober in 1922 and was previously located nearby at 112 East Maryland Street.

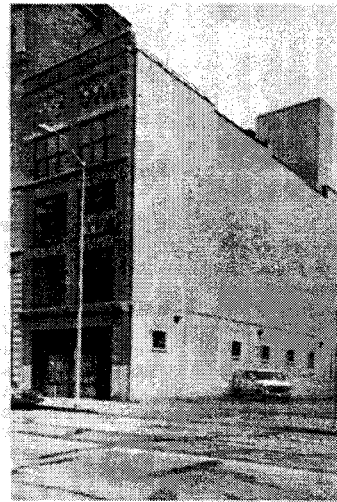
This six-story wholesale building features two principal facades: that on South Pennsylvania Street is four bays wide, while that on East Maryland Street is seven bays wide. Two-story piers of rusticated stone blocks divide the window walls of the first two floors, while all upper floors are of tan color brick. At the third, fourth, and fifth floors, rectangular windows with stone lintels and sills are paired to correspond to the division of bays. At the arcaded sixth floor, the grouping of windows in threes is accentuated by gauged brick archivolts. The most distinguishing feature of the building are the copper pyramidal roofs (once tile covered) rising from each of the three corner pavilions, displaying square windows at attic level.



Nutz & Grosskopf Building
107-109 South Pennsylvania Street
1906-07

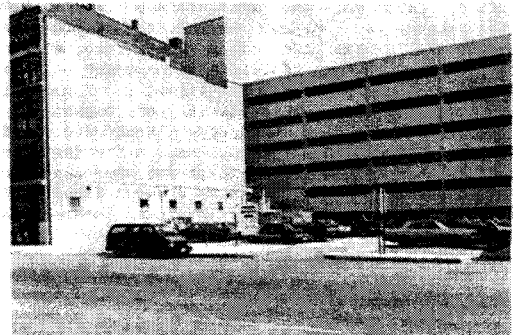
This building was erected in 1906-07 by Nutz & Grosskopf, a wholesale leather firm specializing in "leather and findings and shoe store supplies." It was constructed on the site of a vacant lot previously owned by the McCormick Harvester Machine Company, whose warehouse was located directly to the south on Chesapeake Street. Nutz & Grosskopf was founded by two German immigrants from Baden, Peter Nutz and Adam Grosskopf, in 1892 when they purchased the business from their employer, J. K. Sharpe, Jr. Before erecting this building, the firm was located at 20-22 West Maryland Street. Nutz & Grosskopf remained in its building until the early 1950s. In the 1970s, it was occupied by a church supply company. The building was rehabilitated in 1984-85 to accommodate a restaurant and additional space for the Business Furniture Corporation.

This four-story, commercial, brick building features red-orange, iron-spot brick as the facade material. The main facade is divided into two bays. The storefront consists of two shop windows flanked by glazed doors with transoms framed by end brick piers and crowned with a limestone, corbeled cornice. This cornice also serves as the sill band for the second-story windows. At the second and third stories are two window units consisting of double, center pivot, casement sash with a single full width transom sash above on both the second and third floors. The third floor units have a simple stone sill. The lintel band of the fourth floor is part of the limestone decorated parapet with a blind arcade corbel table with limestone accents echoing some of the details of the neighboring building.



Parking Lot
111-119 South Pennsylvania Street

Formerly, a four-story commercial building and a six-story commercial building housing the Capitol Paper Company stood on this site, demolished before 1954.



Knight & Jillson Building
121-23 South Pennsylvania Street
Circa 1895

The Knight & Jillson Building was constructed circa 1895 for the Knight & Jillson Company. This firm was established in 1872 and experienced rapid and substantial growth during the central Indiana gas boom of the late 1880s and 1890s. The firm was a manufacturer and wholesale dealer of natural gas, oil well, steam and water supplies. It also operated large pipe yards at the east end of Union Station. Before this structure was built, the firm occupied a two-story office and factory building on the site. Western Electric Company leased the structure in the second decade of this century. During the 1920s, 30s, and 40s, it was occupied by the Indiana Paper Company, a wholesaler of sheet paper products operated by the Ostermeyer family.

This five-story, brick commercial building originally had many window openings on its north and west walls. All of the windows in the six bays of the north wall have been filled in with concrete block except a few serving the fire escape. The main facade's third, fourth, and fifth story windows have been filled with concrete blocks. Each floor originally had four, double-hung windows. The windows of these floors are framed by a brickwork band surmounted by a frieze of blank escutcheons. The original cornice has been removed. A limestone cornice separates the second and third stories. The first and second stories of the main facade are divided into three bays and their openings have also been remodelled. The building also had a three-story east wing, since removed.



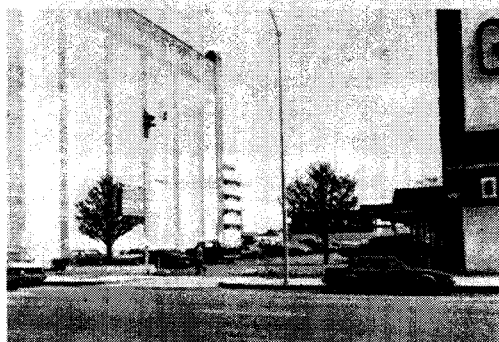
Parking Lot
122-132 South Pennsylvania Street

This is the site of a former three-story, brick, commercial block of buildings, demolished sometime in the 1930s.



Parking Lot
125 South Pennsylvania Street

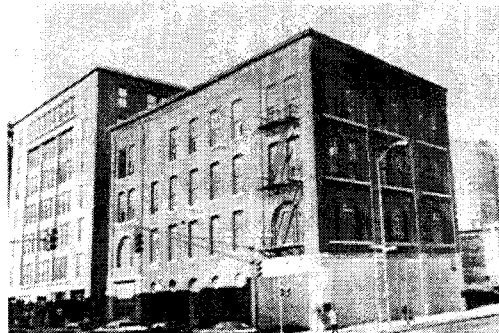
Previously, a two-story commercial building, the Wiegell Show Case Company, stood at this location.



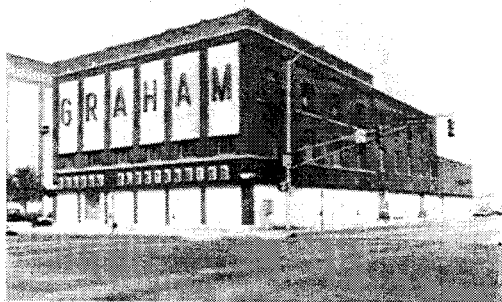
Holliday & Wyon Building
134-140 South Pennsylvania Street
1889

The Holliday & Wyon Building housed one of the area's leading wholesale harness-making concerns. Holliday & Wyon was the first company in Indiana to do this type of manufacturing on an extensive scale, employing 70 people in the manufacturing processes. John D. Holliday and Albert F. Wyon began their harness-making business in 1879 at 77 South Meridian Street. In 1889 they had this building built for the manufacture of harness, collars, saddles, hardware, leather and shoe findings. In 1911 the building was occupied by the Standard Metal Company. In 1928, the building became the home for a manufacturing chemical company, Boncilla Laboratories, Inc. The Holliday and Wyon building, established in the heart of the city's wholesale district, demonstrates the multi-use character of many of the buildings found in the Indianapolis wholesale district. The large glazed commercial openings lent themselves to showroom and salesroom areas. The industrial glazed upper floors provided the necessary light for the manufacturing process.

The Holliday & Wyon Building is a four-story brick building with most of its architectural character intact. The front facade (east) is divided into three bays separated by piers. The piers are decorated at the first floor level with limestone bases and decorated bands at the storefront lintel level. The second floor has one large round-arched opening in each bay, the third and fourth floors have two, segmented arched windows per bay. A corbel table ornaments the frieze level below the cornice gutter where terra-cotta panels mark the tops of the piers. Segmented-arched windows dominate the south elevation with oculi found on the first floor level. The storefronts have been filled in with concrete blocks and a number of windows have been removed or covered over. Ornamented anchors are found on the piers, marking the floors.



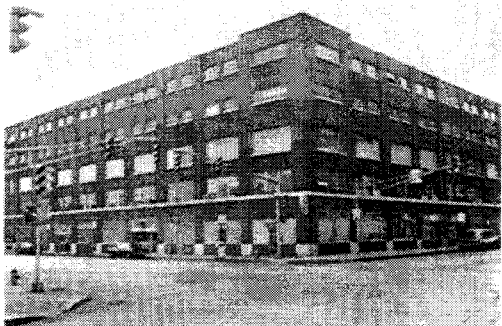
SOUTH PENNSYLVANIA STREET



Parrott & Taggart Building
135-41 South Pennsylvania Street
1888-89: D. A. Bohlen & Son, architects

The Parrott & Taggart Building was built in 1888-89 for the firm of the same name on the site of a coal and pipe yard. The Inland Architect and News Record of January 1887, page 104, reported that the Indianapolis architectural firm of D. A. Bohlen & Son was to design "for Parrott & Taggart, [a] two-story brick building". It served as headquarters for the large bakery operation that both manufactured large quantities of baked goods and distributed them on a regional basis. This company was the result of the 1883 merger of the Parrott & Nickum and the Taggart Brothers bakeries, both founded in the 1860s. In 1897, the firm became the Indianapolis branch of the National Biscuit Company ("Nabisco") with Alexander Taggart and Burton G. Parrott as managers. The firm continued at this address until at least 1902. Later tenants included the Standard Metal Company (1920-1930), and Westinghouse Electric (approximately 1941-1958).

The Parrott & Taggart Building is a three-story, brick structure. Its main (west) facade is divided vertically by piers into six bays. Each pier bears two iron anchors decorated in the shape of a fleur-de-lis. Limestone serves as the pier bases, the sill-string course at the second floor level and as the architrave and coping. The pier division continues on the south facade dividing it into four bays. Along the south wall are the main facades of two eastern wings. Most of the historic openings of the building have been closed in or covered over. Historically the building had a centered front pediment rising above the parapet.



View looking southwest

Indiana Terminal Warehouse Building
230 South Pennsylvania Street
1923: Rubush & Hunter, architects

The May 10, 1921 Indianapolis News announced the 99-year lease of the land at Pennsylvania, Georgia and Scioto Streets by the Terminal Building Corporation and its intention to erect a warehouse "suited to the needs of commission men, wholesale merchants and jobbers." The building was constructed in 1923. The location of the warehouse in the wholesale district was no coincidence as this structure was built to serve the needs of the wholesalers, offering produce storage space with immediate accessibility to rail service from the adjacent freight yards. A 1925 ad for the Indiana Terminal Warehouse Company described the building as serving two functions: office space for brokers, jobbers and manufacturers' agents; and, general storage for wholesalers, manufacturers, refiners and producers. The warehouse was designed by Rubush & Hunter, one of the most prolific and popular firms in Indianapolis during this period. They were responsible for the Circle Theater, Circle Tower, Columbia Club and the Guaranty Building, all on Monument Circle.

This five-story masonry office and warehouse building has a reinforced concrete frame, roof and floors with brick curtain walls. The first floor accommodated shops on the east side along South Pennsylvania Street; open loading space was on first floor along Scioto Street. An iron and concrete viaduct connects the elevated rail freight yard with the warehouse on the second story level. The structure is intact sustaining few alterations in its design and fabric.



View looking northwest

Nesom & Wenz Company Building
18-22 West South Street
1904

The Nesom & Wenz Company Building was constructed on an open lot in 1904 by John P. C. Meyer. The Nesom & Wenz Company continued to lease the property (20-22 West South) through 1914, along with the Cassini Mosaic & Tile Company (16-18 West South). The Nesom & Wenz Company advertised itself as a manufacturer of wood and metal patterns and models.

This two-story, brick, commercial building was built in two sections. Both are four bays wide, but the western half is much narrower than its counterpart. All of the second-story window openings of the main (south) facade have segmented arches with replacement metal sash windows. The first-story has flat headed openings with steel I-beam lintels: continuous for the west half and individual for the east half. The windows and transoms have original sash: 12-over-12 lights and 6-lighted transoms. Two of the doors of the four entrances are historic, one is a replacement steel door and one is covered with plywood. Limestone serves as coping above the corbel table and as window sill material. The east and west walls are four bays wide with the west altered to accommodate larger industrial openings and the east with an exterior wooden staircase.

